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U. S. Department of Agriculture



View of the New Jackson & Perkins Co. Display Garden

THE PARADE OF
SPRING
1948

Modern Roses AND PERENNIALS

Jackson & Perkins Co. *World's Largest Rose Growers*
NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA



NEW YORKER (P. A. F.) (Above)

Never in our memory has a new Rose won such widespread acclaim so quickly!

When we introduced New Yorker last fall, we knew that it was certain to become the most popular, the most widely planted of all red Roses, but we didn't realize it would climb to top place within just a few months. The demand has been unprecedented.

New Yorker is truly a red, red Rose that stays red until the last petals wither and fall. Every hour, every minute that it blooms in your garden, you will be utterly amazed at the clear, sparkling, rich color and the tremendous blooms. These often measure 6½ in. across. Has delightful, almost raspberry fragrance. Not only is the color long-lasting and sun-resistant, but the sturdy upright bushes are also exceptionally vigorous. Hardy and disease-resistant. The young shoots and new growth are bright red, adding to the beauty and interest of New Yorker in your garden.

At the International Flower Show in New York, where New Yorker was shown for the first time, the New York *World Telegram* said, "New Yorker is Queen of Roses at New York's Show." Since that time, thousands of visitors who saw New Yorker blooming so beautifully and so freely in our garden placed it on the top of the list for their own gardens. Plant New Yorker yourself this spring and enjoy a continuous succession of perfect, high-centered blooms from June through July, August, September and right up until frost. Then you too will agree . . . New Yorker is the BEST red Rose of all time!

Outstanding... brilliant red, unfading color, vigorous growth.

Flower..... scarlet with rose-red undertones and overlaid with rich velvety sheen.

Plant habits. 3 ft., bushy . . . very vigorous, hardy, disease-resistant.

Buds..... slow opening, perfect form and texture.

Origin..... developed at Newark, New York, in 1942 by E. S. Boerner.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Jackson & Perkins Co. Does Not Have Salesmen or Agents!

Jackson & Perkins Co. employs no salesmen. Make your purchase direct to us from this catalog. It is our only salesman.

HERE'S GOOD NEWS!

At last we have perfected a rose dust and rose spray that will keep your garden flowers clean and healthy all season. After extensive tests on this new product, our Research Department tells us it is the finest all-purpose pesticide available. Now offered for the first time. Sold only by J. & P.

See page 19

1948 ALL-AMERICA WINNERS



DIAMOND JUBILEE (P. A. F.)

High scorer in 1948 All-America Trials and a J. & P. introduction. A warm, glowing buff-orange. We are sorry to advise that we sold out for this season.

SAN FERNANDO (Patent Pend.)

A glowing currant-red, changing to bright scarlet as the blooms open. The pointed, well-formed buds on straight stiff stems mature into shapely blooms of unusually heavy texture. A pronounced fragrance that stays with the bloom until the last petals drop is one of its finest qualities.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

TAFFETA (Plant Patent No. 716)

Taffeta was named for its tendency to change color as the flower develops. Predominantly a rich pink with salmon tones, changing to lovely shades of salmon and apricot at different times of the year. Semi-double and richly fragrant, it is a vigorous grower that will make your garden more beautiful.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

NOCTURNE (Plant Patent No. 713)

Outstanding for its bright cardinal-red coloring with deeper shadings, and an unusually long perfect bud. The large petals have good substance, are richly textured, becoming somewhat lighter in color in hot weather. It is a pleasantly fragrant red Rose on long sturdy stems.

\$2.00 each; 3 for \$5.00; 10 for \$20.00

Enjoy All Season Bloom from these Floribundas!

MARIONETTE (Right)

(Plant Patent No. 569)

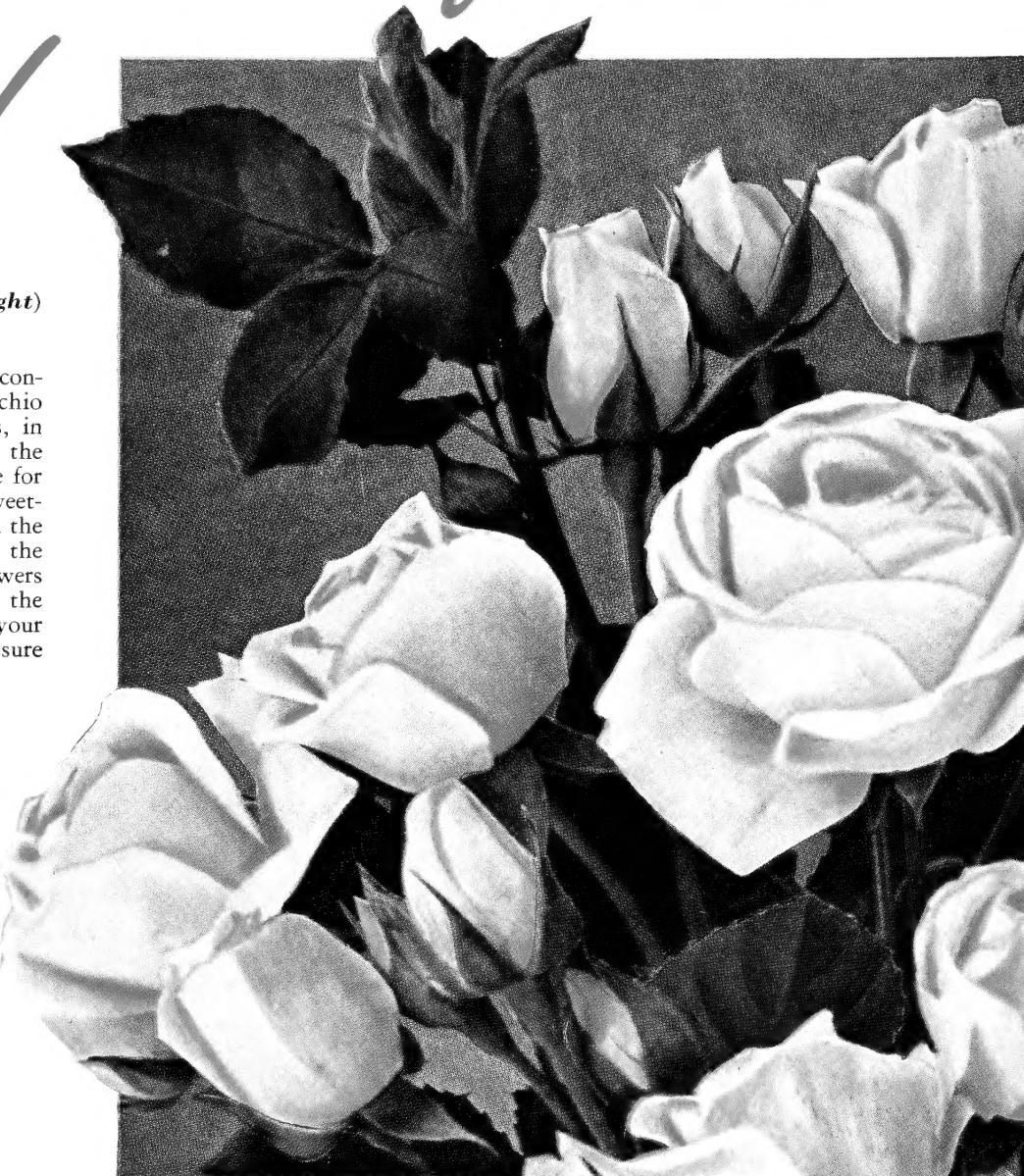
Thousands who prefer white Floribundas for mass plantings in conspicuous garden spots choose Marionette. All that is said of Pinocchio can be said of Marionette except for its color. Marionette is, in rosarians' language, a true "sport" of Pinocchio. Generous to the utmost, with hundreds of flowers on every bush. Incomparable for flower arrangements. Think of these dainty creamy yellow "Sweetheart" buds in your garden and home. There is added interest in the unfolding of the fully double flowers, about $1\frac{1}{2}$ in. across, as the pastel tint changes gracefully to immaculate white before the flowers finish. Unbelievable clusters are produced repeatedly all during the season, with hours and hours of joy for you and all who visit your garden. Plant Marionette this spring for increased gardening pleasure from June continuously to frost.

Buds...beautifully formed, ideal for boutonnieres, nosegays, the hair, etc.

Blooms...open gracefully in large clusters. Light, intriguing fragrance.

Plants...very hardy, vigorous, 24 in. tall. Use Marionette and Pinocchio for every garden purpose.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45



© J. & P. CO.



© J. & P. CO.

WORLD'S FAIR (Left)

(Plant Patent No. 362)

The official Rose of the great New York World's Fair, this peerless beauty ranks high in the affection of rosedom. Will be one of the most outstanding Floribundas for many years to come. The deep red, semi-double flowers stand out boldly in your garden. Clusters of 10 or a dozen brilliant blooms on sturdy, upright stems are a dazzling spectacle...marvelous for accent points in the flower bed or shrub border. One of those dependable, easy-to-grow beauties that will make your garden the envy of the neighborhood. The color and texture in a mass of World's Fair Floribundas is indescribable! Very large petals, buds small in comparison with finished flower. Bright cherry-red as flower opens, passing through several darker shades to deep red velvet. Intriguing because of interesting variations in same cluster. This velvety flower against its luxuriant green foliage makes a striking picture in any garden. The double Hybrid-Tea-size flowers are immensely popular everywhere. Exceptionally hardy.

Prolific...continuous clusters of red velvet from spring to frost.

Size...blooms nearly 4 in. across; 18 to 20 petals. Exquisite for cutting.

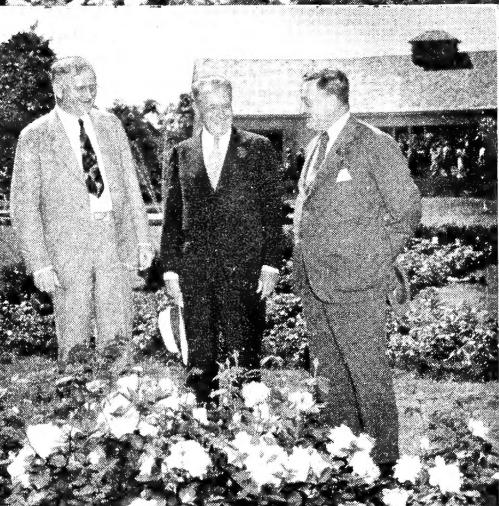
Vigorous...bushy; about 30 in. high.

Display...magnificent in solid group.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45



Visitors enjoying the world's greatest Rose garden in June last year

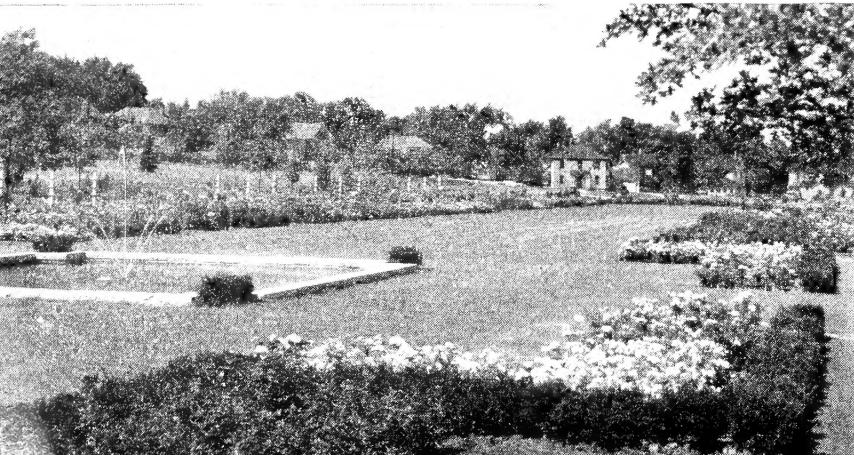


Charles H. Perkins with Lieutenant Governor Joseph Hanley and Richardson Wright, Editor of *House and Garden*, at the opening ceremonies on June 21, 1947.



M. Jean Gaujard, Rose hybridizer of Lyons, France, in the garden with E. S. Boerner, J. & P. Research Director.

View from the garden house. Note Pinocchio and Summer Snow in the foreground.



The New J. & P. Display Garden

These photographs show a few scenes from our new display garden. Those at the bottom were taken in late August and reveal the unusual growth and profusion of flowers at that time. The other pictures were taken in June when the garden was officially opened during our "Diamond Jubilee Festival of Roses."

The Most Beautiful Rose Garden in the World

Visitors from every state in the Union and from Canada, England, Australia, France, South Africa and many other foreign countries registered in the garden during the summer. All who have seen it acclaim the new garden as the most magnificent display of Roses anywhere in the world. The incomparable beauty of 30,000 perfectly groomed Rose bushes and the breathtaking setting of perennial borders, lawns, trees, walks and other landscape features make this one of the outstanding horticultural features of America.

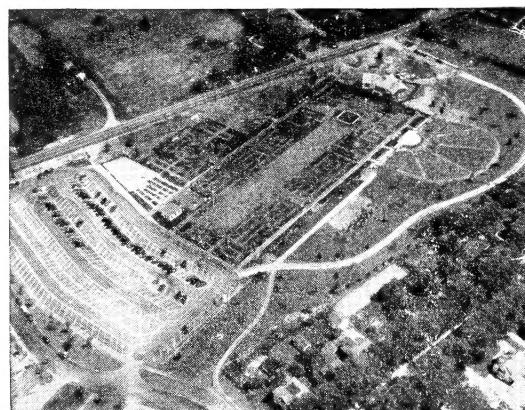
Open to the Public All Season

The garden is always open to the public and you are cordially invited to come here at any time. Even during July, August, September and well into October, the Roses are more beautiful and more colorful than you can imagine. Throughout the entire season the Roses and Perennials are especially beautiful and there are many opportunities to learn more about gardening with Modern Roses and Perennials.

Visit Newark, New York, this June during our Festival of Roses or come later at your convenience. . . but by all means, treat yourself to a first-hand view of this remarkable beauty spot.

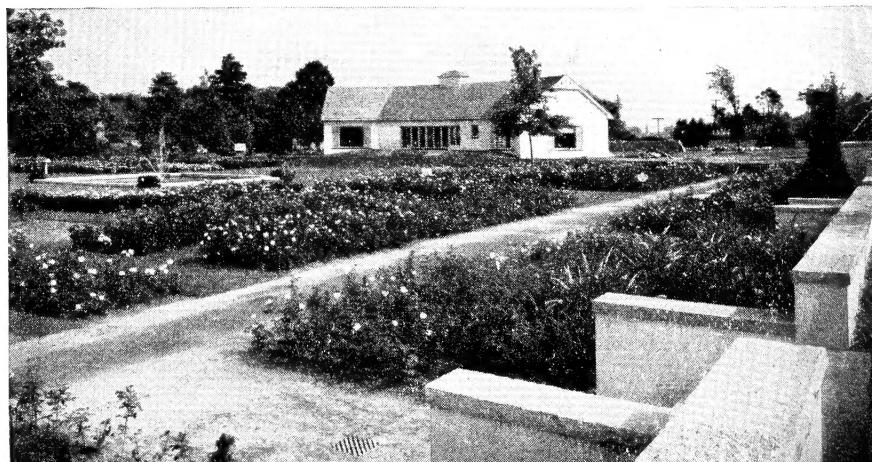


Jack Johnston, Garden Editor, N. Y. Herald Tribune, who came to Newark in the "Flying News Room," is met at the airport by Charles H. Perkins, president of J. & P.



Aerial view of the 15-acre garden showing the vast pattern of Rose beds, walks, lawns, etc.

Even experts have been amazed at the enormous growth and profusion of bloom.



Heres Why YOU CAN BUY J. & P. ROSES WITH CONFIDENCE

ONLY ONE GRADE... *The Finest*

**Every Plant You Buy from Us
Is Guaranteed to Live and Bloom**

"Only one grade—the finest" . . . That's the J. & P. motto and your protection! Experienced gardeners want true values and fair prices. The dependable performance of J. & P. Modern Roses and Perennials demonstrates the futility of buying inferior grades even at "bargain" prices. J. & P. Rose plants are more than "No. 1 grade" and "2-yr.-old" . . . They are the finest productions of our expert horticultural skill. They are superior in hardiness, habit, resistance to disease, form, fragrance and abundance of blooms; full stemmed, with robust root systems; tested and proved by two years' growth in the nursery fields; true to name and class; sturdy and free from disease.

The J. & P. Department of Plant Research, under the direction of E. S. Boerner, is unflagging in its zeal for the constant improvement of Modern Roses and Perennials, and for the creation of improved new varieties. Thousands of acres are occupied by our modern nurseries throughout several states, and 76 years of serving gardeners are behind every plant you buy from J. & P.



ORDER EARLY The sooner you send us your order after you receive this catalog, the better service we will be able to give you. Don't delay! Send your order today and be confident of having some of the finest Roses in America.

Please send remittance with your order; we do not ship C.O.D.

Any item not in this catalog is unavailable for the present season. If you want something not listed here, ask about it on a separate sheet of paper from your order.

J. & P. FESTIVAL OF ROSES



The Queen of Roses on her beautiful float in the Parade at last year's Festival

You will find the 1948 Rose Festival at Newark, New York, one of the most beautiful, the most dramatic, the most colorful . . . the most interesting and unusual horticultural events ever presented to the public. Elaborate plans have been made to add new events and new features.

Of course, by public acclaim we will again hold the famous Moonlight and Roses Ball, crowning of the Rose Queen, the annual Kiddies' Parade, radio broadcasts, and lectures by eminent authorities. We are even now working on a host of other ideas to broaden the Festival and give you a bigger and better show than ever before.

Regardless of where you live, Newark, New York, is easy to reach by train, by bus, or by car. Of course, you love flowers! You will find this a unique opportunity to participate in America's greatest assembly of flower lovers, and at the same time you'll enjoy the beauty of the World's Greatest Rose Garden.



THE ROSE ARRANGEMENT CLINIC

One of the main features of our annual Festival of Roses is the J. & P. Rose Arrangement Clinic, where experts demonstrate the art of Rose arranging.

The above arrangement of New Yorker is a good example of the beautiful displays you will see. This particular one was made by Mrs. Vincent Porter Whitsitt, an arranger, teacher, and judge who is known far and wide for her unusually dramatic and graceful arrangements.

You are cordially invited to attend the J. & P. Rose Arrangement Clinic in Newark, New York, during the 1948 Festival of Roses this June.

Jackson & Perkins Co. World's Largest Rose Growers

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA



WAVES



© J. & P. CO.

WAVES (Above)

(Plant Patent No. 638)

WAVES has all the fine qualities of its lovely parent, Dame Edith Helen, with infinitely greater charm. The coral-pink, ovoid buds and intriguing, cup-shaped blooms are of unceasing interest and very generous in their old Rose fragrance. 15 to 18-in. stems.

Plant . . . vigorous, compact, very hardy. 30 in.

Profuse . . . everblooming spring till late fall.

Blooms . . . hold well in sun. Clear pink. In fall, a lovely soft salmon-pink.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



**Mme.
Marie
Curie**



© J. & P. CO.

Hybrid Teas

MME. MARIE CURIE (Below, Left)

(Plant Patent No. 727)

Considered by many to be one of the most satisfactory yellow Hybrid Teas. Mme. Marie Curie will produce a succession of clear yellow Roses in your garden. A good all-season performer; will not fade but remains clear throughout the hottest days. Generous in its freedom of bloom, it bursts forth with beautifully formed flowers held proudly on vigorous spreading bushes of medium height. Resembles the old favorite, Mrs. du Pont, but the color is brighter and stems are longer. Ideal for cutting. Disease-resistant foliage is rich and sets off the well-formed flowers of medium size. Color deepens in the fall.

Color clear, dancing yellow.

Plants excellent bloomer; hardy; 3 ft. tall.

Disease-resistant . . . not susceptible to ordinary Rose ills.

Buds orange, tight, pointed, open slowly.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

SATURNIA (Below) (Plant Patent No. 349)

Glorious, with 20 flame-wrought petals casting their spell of enchantment. The face of the large petals is a brilliant cardinal-red while the reverse is salmon-yellow and copper, creating a warmth of tone difficult to describe—still more difficult to forget. If you do not have Saturnia in your garden, we cannot suggest another which would contribute so much to the array of colors as this stunning masterpiece. A glimpse at the picture below will indicate what a wealth of interest it creates, and how effective it is for use in bouquets. A gem from Aicardi of Italy.

Fragrance . . . very pronounced, fascinating, fruity.

Plant symmetrical, average height; fine cutting stems.

Foliage shiny dark green.

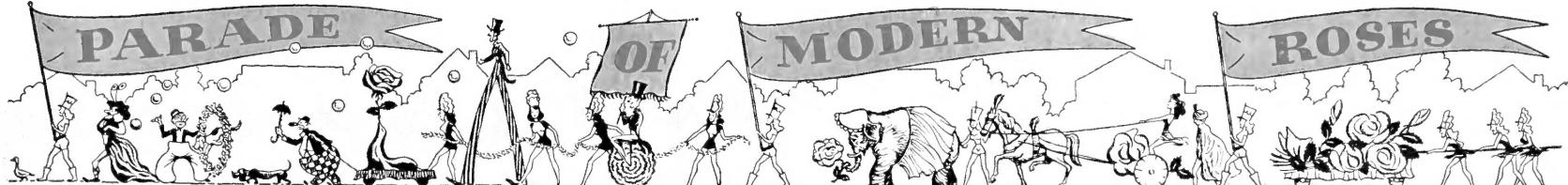
Awarded Gold Medal, Colle Oppio Gardens, Italy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Saturnia

© J. & P. CO.





PEARL BUCK (Right)

(Plant Patent No. 423)

Here is the gleaming gold of pirate's treasure . . . portrayed in blooms of matchless beauty. Exceptionally long lasting and alluringly fragrant. Leathery, dark green foliage, a perfect foil for the warm buds and blooms. As these lovely buds open, a rich orange hue begins to show. Gradually the bud becomes longer as it slowly opens, the color softening to gold suffused with apricot. The full open flower is truly a picture, so perfect is its form and remarkable blending of warm colors. The growth is comparatively tall, providing many long-stemmed blooms for cutting.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MARY MARGARET McBride (Below, Right)

(Plant Patent No. 537)

Everyone wants this outstanding everblooming All-America Rose for its own loveliness and because it bears the name of the gracious "Mary Margaret." The double blooms are large, high-centered and perfectly formed. The color is clear, deep coral-pink suffused with shimmering gold at base of petals. Blooming in queenly dignity, Mary Margaret McBride will remain in never-fading glory throughout the hottest summer weather. Very generous in heavy spring bloom and continuing all summer and fall. Exceptionally easy to grow.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

CRIMSON GLORY (Below)

(Plant Patent No. 105)

In survey after survey, Crimson Glory has repeatedly been one of the ten most popular Roses in America. It is so beautiful and at the same time so dependable that it deserves a place in every Rose garden. Beautifully formed blooms of deep, vivid crimson, held proudly on vigorous bushes. It will be one of your favorites, too, once you have seen its magic produced in your own garden. The foliage is healthy and profuse. Its fascinating fragrance alone would make Crimson Glory an instant favorite.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



© J. & P. CO.

Pearl Buck

ONLY ONE GRADE . . . *The Finest*

Mary Margaret McBride



© J. & P. CO.

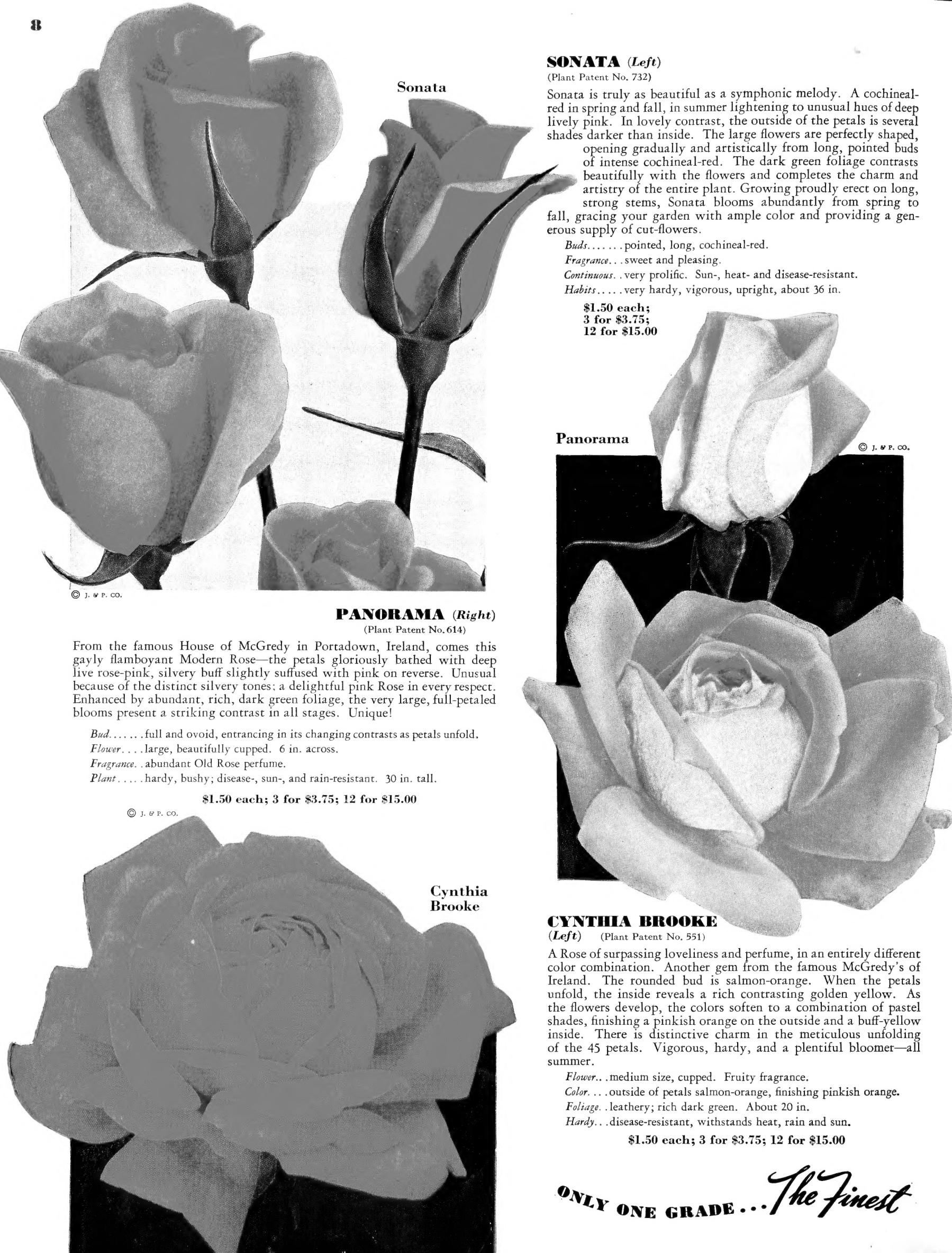


© J. & P. CO.



Crimson
Glory





SONATA (Left)

(Plant Patent No. 732)

Sonata is truly as beautiful as a symphonic melody. A cochineal-red in spring and fall, in summer lightening to unusual hues of deep lively pink. In lovely contrast, the outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. The dark green foliage contrasts beautifully with the flowers and completes the charm and artistry of the entire plant. Growing proudly erect on long, strong stems, Sonata blooms abundantly from spring to fall, gracing your garden with ample color and providing a generous supply of cut-flowers.

Buds pointed, long, cochineal-red.

Fragrance . . . sweet and pleasing.

Continuous . . . very prolific. Sun-, heat- and disease-resistant.

Habits very hardy, vigorous, upright, about 36 in.

**\$1.50 each;
3 for \$3.75;
12 for \$15.00**

Panorama (Right)

(Plant Patent No. 614)

From the famous House of McGredy in Portadown, Ireland, comes this gayly flamboyant Modern Rose—the petals gloriously bathed with deep live rose-pink, silvery buff slightly suffused with pink on reverse. Unusual because of the distinct silvery tones; a delightful pink Rose in every respect. Enhanced by abundant, rich, dark green foliage, the very large, full-petaled blooms present a striking contrast in all stages. Unique!

Bud full and ovoid, entrancing in its changing contrasts as petals unfold.

Flower large, beautifully cupped. 6 in. across.

Fragrance . . . abundant Old Rose perfume.

Plant hardy, bushy; disease-, sun-, and rain-resistant. 30 in. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

© J. & P. CO.

Cynthia Brooke

CYNTHIA BROOKE

(Plant Patent No. 551)

A Rose of surpassing loveliness and perfume, in an entirely different color combination. Another gem from the famous McGredy's of Ireland. The rounded bud is salmon-orange. When the petals unfold, the inside reveals a rich contrasting golden yellow. As the flowers develop, the colors soften to a combination of pastel shades, finishing a pinkish orange on the outside and a buff-yellow inside. There is distinctive charm in the meticulous unfolding of the 45 petals. Vigorous, hardy, and a plentiful bloomer—all summer.

Flower medium size, cupped. Fruity fragrance.

Color outside of petals salmon-orange, finishing pinkish orange.

Foliage . . . leathery; rich dark green. About 20 in.

Hardy . . . disease-resistant, withstands heat, rain and sun.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

ONLY ONE GRADE... The Finest

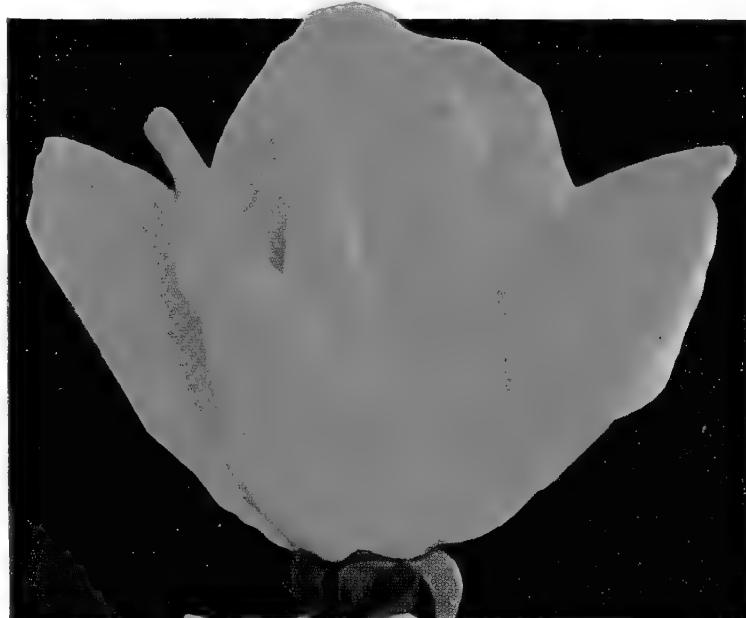
MANDALAY (Below)

(Plant Patent applied for)

Largest of All Yellow Roses!

Last summer the flowers in our gardens were as big as 6 in. across—gigantic beauties! The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold that remains undimmed throughout the life of the flowers. The 40 petals are long and firm and of a very smooth texture. Here's a flower with unmistakable exhibition traits that is also ideal in the garden.

A hardy, prolific grower that will reign in eye-filling splendor all summer long, and be ever ready to satisfy your needs for cut flowers of noble size and regal color. Always in bloom, always outstanding. If you could have but one yellow Rose in your garden, Mandalay should be your choice.

Bud...long, pointed, golden yellow.*Flower*...opens slowly and perfectly, largest of all yellow Roses.*Petals*...firm, long, smooth-textured.*Habit*...3 ft. tall. Very free-blooming; resistant to sun, rain, heat and disease.**\$1.50 each; 3 for \$3.75; 12 for \$15.00****Mandalay**

© J. & P. CO.

RUBAIYAT (Right)

(Plant Patent No. 758)

Unchallenged Winner of the 1947 All-America Rose Trials

A brilliant red, with a profusion of long, graceful buds appearing early in June. As the buds open, releasing their wealth of Old Rose fragrance, a glorious riot of deep, scintillating crimson is revealed in the very hearts of the blooms. And this vivid burst of color is accentuated on the outside of the petals by a delicate tone several shades lighter.

Another gorgeous conquest from the grand old house of McGredys of Ireland, here to join the numerous McGredy winners of former years. (EUROPEAN RIGHTS RESERVED.)

Reserve a place of honor in your garden for these exquisite beauties. Your RUBAIYAT plants are luxuriant in growth and have demonstrated their hardy, disease-resistant qualities. You'll be delighted with the unflagging production of extra large flowers, the glowing warmth, lovely form, and profusion of blooms for years to come!

Buds....long and shapely, with a delicate crimson-pink exterior.*Blooms*....very large flowers open slowly.*Fragrance*..elusive aroma of Old Roses.*Habit*....extra tall, vigorous and free-blooming, disease-resistant.**\$2.00 each; 3 for \$5.00; 12 for \$20.00****JACKSON & PERKINS CO.***World's Largest Rose Growers***Prima Donna****PRIMA DONNA**

(Plant Patent No. 639)

Exquisite in form, intriguing in color! Reminiscent of the large hot-house blooms of R. M. S. Queen Mary so admired at the big Flower Shows but larger, fuller, and with the added qualities of a peerless outdoor plant—sturdy, upright, about 3 ft. tall, with copious foliage. Glorious deep salmon suffused with pink, creating an eye-stopping display in the garden, providing a generous supply of artistic buds and blooms for bouquets! A masterpiece from the noble house of Dickson, blooming continuously from mid-June all through summer and fall.

Buds....exquisite, bright salmon-pink, unfurling slowly—delightfully.*Blooms*....large, perfectly formed, high-centered.*Color*....rich, deep salmon with pink suffusion, with intense pink in the heart. Sun-fast.*Fragrance*..appealing, alluring, not heavy.*Plants*....vigorous, very resistant to all Rose ills. Stands sun and heat well.**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

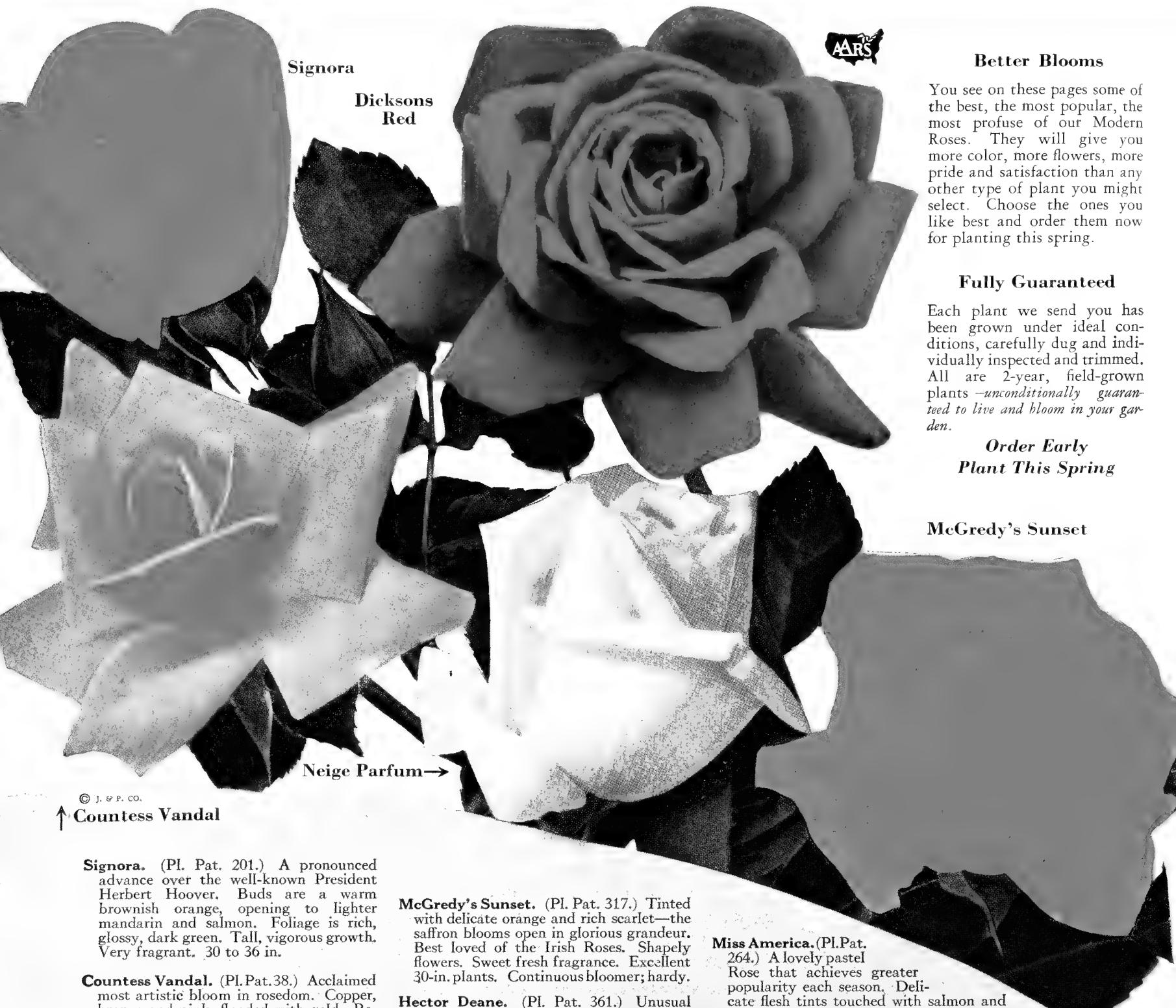
Look to the Rose that blows about us—"Lo, Laughing," she says, "into the World I blow; At once the silken tassel of my Purse Tear, and its Treasure on the Garden throw."

RUBAIYAT OF OMAR KHAYYAM

Rubaiyat

© J. & P. CO.

Jackson & Perkins'



Signora

Dicksons
Red

Neige Parfum →

© J. & P. CO.

↑ Countess Vandal

Signora. (Pl. Pat. 201.) A pronounced advance over the well-known President Herbert Hoover. Buds are a warm brownish orange, opening to lighter mandarin and salmon. Foliage is rich, glossy, dark green. Tall, vigorous growth. Very fragrant. 30 to 36 in.

Countess Vandal. (Pl. Pat. 38.) Acclaimed most artistic bloom in rosedom. Copper, bronze and pink, flooded with gold. Reflex of silver. Most widely used exhibition Rose. Very effective in table arrangements. 24 to 30 in. high. Disease-resistant.

Dicksons Red. (Pl. Pat. 376.) First red Rose to bloom in spring. Glowing scarlet-red brilliance, rich as royal velvet. From the Emerald Isle. Rugged as it is lovely. Blooms unceasingly. Spectacular for its flashing color. Very fragrant. 24 to 30 in.

Neige Parfum. (P. R. R.) The peerless fragrant white, and one of the most fragrant of all Roses! Early bud has slightest tinge of cream, the unfolding flower a delicate lemon, in full bloom a beautiful white. Plants 2 to 2½ ft. tall.

McGredy's Sunset. (Pl. Pat. 317.) Tinted with delicate orange and rich scarlet—the saffron blooms open in glorious grandeur. Best loved of the Irish Roses. Shapely flowers. Sweet fresh fragrance. Excellent 30-in. plants. Continuous bloomer; hardy.

Hector Deane. (Pl. Pat. 361.) Unusual vibrant color. Noted for unsparing fragrance. Perfumes whole garden. Rampant grower. Pointed buds. Artistic petal formation. Tall, stately, 30-in. plants. Perfect for bud vases. A McGredy Rose.

Gloaming. (Pl. Pat. 137.) An outstanding pink Rose for exhibition blooms. Reflects the golden rays of an autumn sunset. A miracle of Nature. Sturdy. Requires no pampering. Decidedly fragrant. Excellent foliage. Height 30 in.

Eclipse. (Pl. Pat. 172.) The "Streamline Rose." Distinctive sleek, tapering buds. Best national all-purpose yellow. Abundant bloomer. Plants are vigorous and branching. Grows well in all localities. Excellent for boutonnieres. 24 to 30 in.



Better Blooms

You see on these pages some of the best, the most popular, the most profuse of our Modern Roses. They will give you more color, more flowers, more pride and satisfaction than any other type of plant you might select. Choose the ones you like best and order them now for planting this spring.

Fully Guaranteed

Each plant we send you has been grown under ideal conditions, carefully dug and individually inspected and trimmed. All are 2-year, field-grown plants—unconditionally guaranteed to live and bloom in your garden.

**Order Early
Plant This Spring**

McGredy's Sunset

Miss America. (Pl. Pat. 264.) A lovely pastel

Rose that achieves greater popularity each season. Delicate flesh tints touched with salmon and gold. Very large, 6-in. flowers averaging 65 petals. Long-stemmed. 30 to 36 in.

Flambeau. (Pl. Pat. 374.) Vivid, vibrant, glowing scarlet. Petals glisten inside with a velvety sheen. Appealing petal formation. Vigorous, sturdy, 3½-ft. bushes.

Eternal Youth. (Pl. Pat. 332.) The clearest of all pinks. Brushed with delicate yellow at petal base. Sweet fragrance. Compact plant about 2 ft. tall.

Better Times. (Pl. Pat. No. 23.) The "Indiana Redhead"—prized for length of stem, pointed buds, cut-flower beauty. The florist shop favorite. Enchanting fragrance. Hardy grower. Upright growth. 18 to 24 in. Gold Medal at New York, Philadelphia and St. Louis Flower Shows.

\$1.35 each

**3 of one kind
for... \$3.40**

**12 of one kind
for \$13.50**

Order Now.... Plant Them This Spring....

Modern Universal Favorites ¹¹

A Selection of the Most Popular Modern Roses

**All Twelve Plants
shown in color**

GROUP \$13.50
*28

Value \$16.20

You Save \$2.70

**All Five Plants
on opposite page**

GROUP \$5.65
*38

Value \$6.75

You Save \$1.10

**All Seven Plants
on this page**

GROUP \$7.90
*48

Value \$9.45

You Save \$1.55

Three Plants

*One each Dicksons Red,
Eclipse, Better Times*

GROUP \$3.10
*58

Value \$4.05

You Save 65c

**\$1.35 each; 3 of one kind \$3.40;
12 of one kind \$13.50**

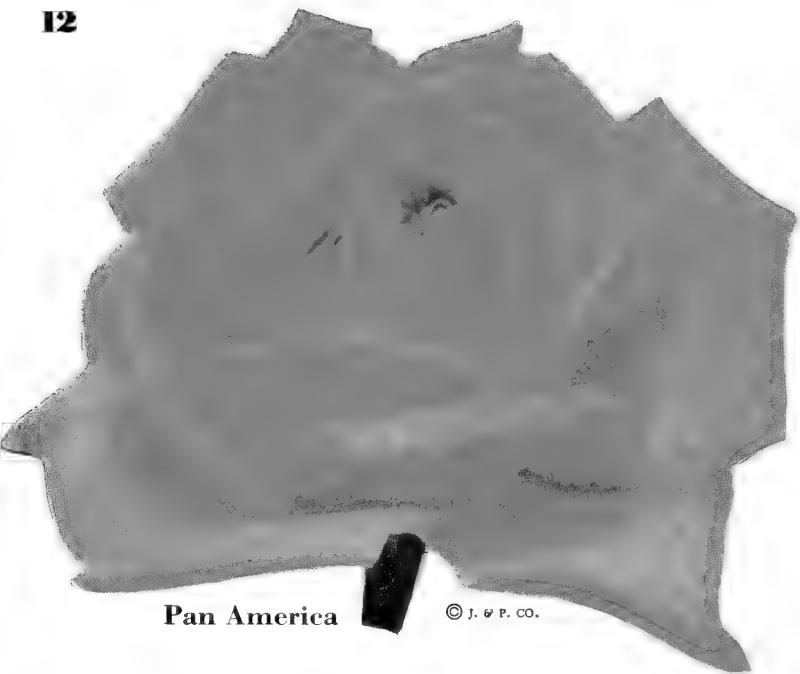
Hector
Deane

Eclipse



A few Modern Roses
selected to give you a
wide range from which
to choose. Each has
some outstanding
characteristic that will
thrill you in your 1948
garden.

© J. & P. CO.



Pan America

© J. & P. CO.

PAN AMERICA (Left)

(Plant Patent No. 437)

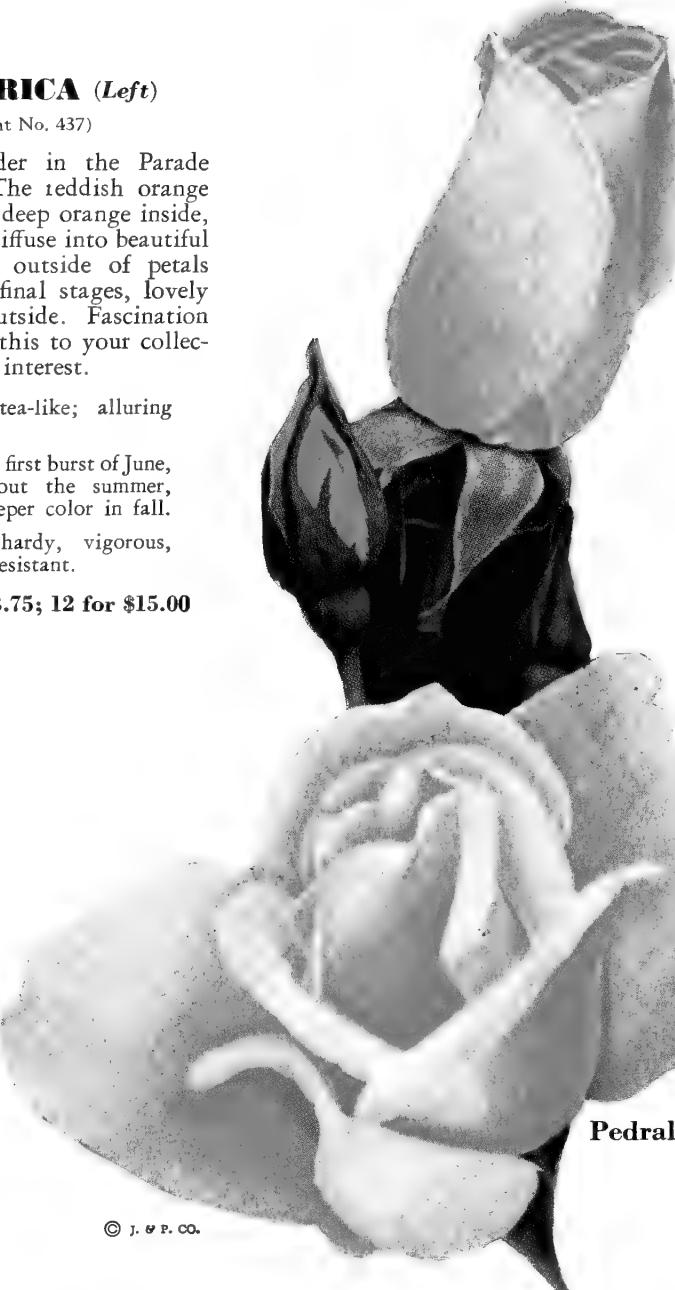
An outstanding leader in the Parade of Modern Roses. The reddish orange buds unfold to show deep orange inside, and these rich tones diffuse into beautiful tawny yellow with outside of petals darker gold; in the final stages, lovely light gold, darker outside. Fascination personified . . . add this to your collection for never-fading interest.

Fragrance . . . sweet; tea-like; alluring scent.

Continuous . . . from the first burst of June, throughout the summer, with deeper color in fall.

Plants . . . 3 ft., hardy, vigorous, disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Pedralbes

© J. & P. CO.

PEDRALBES P. R. R.

(Right)

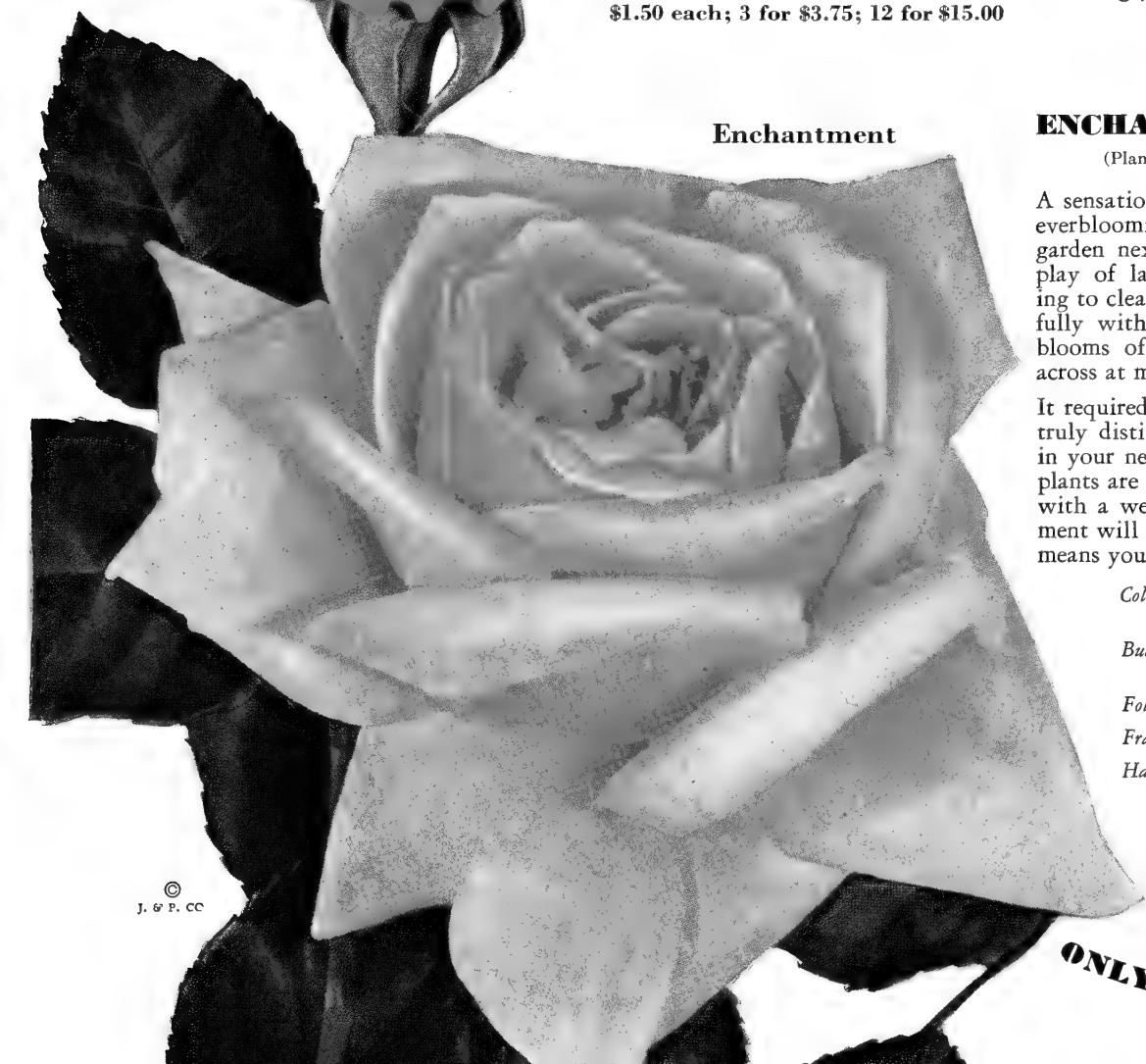
This delicately shaded white Rose has been outstanding in our test gardens. Rosarian after rosarian paused to admire because it has the "indescribable something" that connoisseurs seek. You too will feel a special attachment for this lovely jewel when you see it growing in your own garden.

Blooms . . . large, 5-in., creamy white petals, large yellow center. Finishes pure white.

Borne . . . clusters of 4 or 5, long stems; spreading, 30 in.

Fragrance . . . delicate and airy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



© J. & P. CO.

Enchantment**ENCHANTMENT (Left)**

(Plant Patent No. 737)

A sensational new Rose introduced by J. & P.—a delightful, everblooming Hybrid Tea that will be a high spot in your garden next June! In early season, it develops a great display of large, stately buds, apricot-tinged outside, deepening to clear yellow at the base. These lovely buds open gracefully with high-centered form, producing huge, long-lasting blooms of entrancing peach-pink color. They attain 6 in. across at maturity, with as many as 35 petals per flower!

It required years of careful breeding by experts to create this truly distinguished Rose for you . . . so be among the first in your neighborhood to display its enchanting beauty! The plants are vigorous and upright, growing from 2 to 3 ft. high, with a wealth of dark green, disease-resistant foliage. Shipment will be made to you at planting time this spring—which means you will have generous blooms in June.

Color . . . delicate peach-pink inside the large blooms, yellowish tint on the outside.

Buds . . . large, opening gracefully with high-centered form.

Foliage . . . glossy, deep green from top to bottom.

Fragrance . . . delightfully elusive, yet all-pervading.

Habit . . . guaranteed to bloom repeatedly, all summer long!

\$2.00 each; 3 for \$5.00 12 for \$20.00

ONLY ONE GRADE . . . The Finest

Katherine T.
Marshall



KATHERINE T. MARSHALL

(Plant Patent No. 607)

The All-America Winning Pink Rose of 1944. This is a Rose of rare beauty and delicacy of form. It grows vigorously with large, open, upright blooms of friendly warm glowing pink. Highly praised in all sections of the country. Bred to hardiness and perfect form. The growth and foliage is equal to the Radiance family and outstrips the old favorite President Hoover. Fruity fragrance. Long, fine stems. An ideal Rose for cutting, formal table arrangements, and bouquets. A Rose to please connoisseurs because of its many superior qualities.

Buds long-pointed, firm, deep coral-pink with suffusion of yellow.

Fragrance . . marked and fruity.

Blooms generously full, cupped, 5-in. across. Heavy petals resist summer sun.

Plants hardy, very vigorous, tall, 2 to 4 ft. Resistant to heat, rain, disease.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MRS. MINIVER (Right)

(Plant Patent No. 725)

This is the spectacular cardinal-red Rose known as Mrs. Miniver and long to be remembered as the grand prize-winner in the movie of the same name. All over the country, rosarians in test gardens say "the color cannot be forgotten," "extra good in fall," "most beautiful red I know." This spectacular, perfectly formed Rose wins endless devotion. Order now and enjoy the famous Mrs. Miniver Rose in your own garden next June.

Buds pointed, dark carmine.

Blooms compelling, 5½ to 6 in. across, attractively cupped.

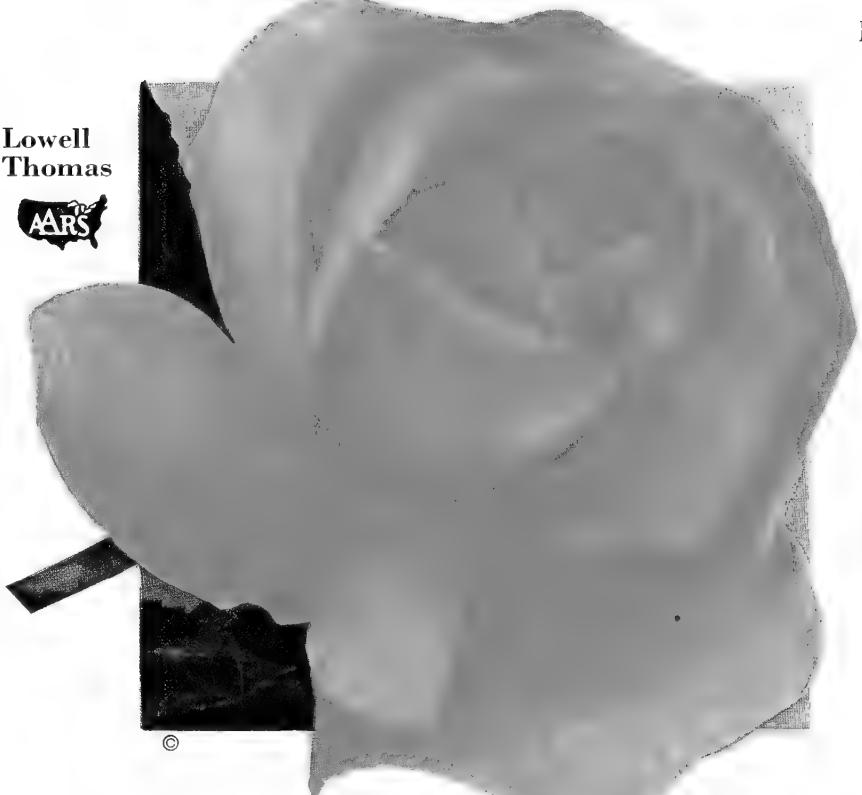
Ruffled petals. Cardinal-red.

Fragrance . . delightful Old Rose.

Plants hardy, vigorous, about 30 in. tall. Abundant, large, glossy foliage. Does well everywhere. Continuously in bloom.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Lowell
Thomas



LOWELL THOMAS→

(Plant Patent
No. 595)

Like its popular namesake, this Rose is a real leader in its field. Frequently a winner in shows throughout the country. Bright golden yellow buds are delicately trimmed with reddish salmon markings. These reddish tints gradually fade as the perfection of bud form gives way to the half open flower. Outer petals of light yellow blend with a deeper yellow in the heart as the large bloom unfolds. Holds its color generously throughout the long life of each flower. Fragrance is dainty and alluring. All in all, Lowell Thomas is a delightfully rich Rose with its 35 buttery golden yellow petals.

Color various yellow tones from rich golden to soft yellow.

Season particularly good June bloomer, persistent all season.

Plant vigorous, sturdy. Up to 3 ft. in height.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

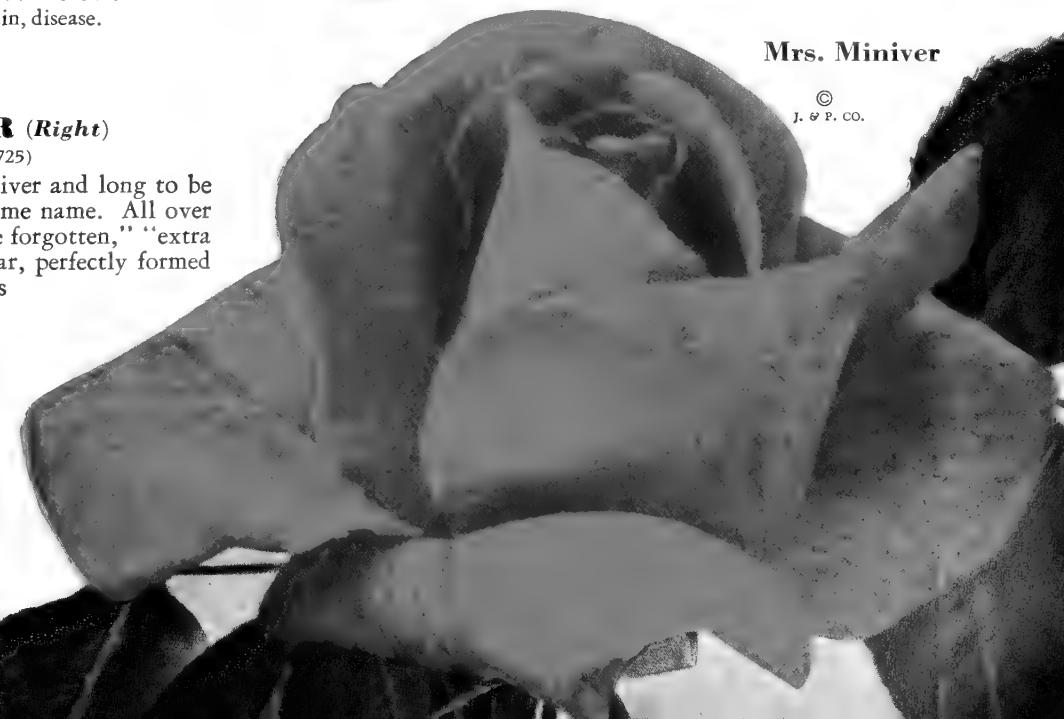
GROUP # 68

1 Peace (p. 18)
1 Better Times (p. 11)
1 Ernie Pyle (p. 14)
1 Charlotte Armstrong (p. 19)

4 PLANTS \$5.30
(Value \$6.35) . . .

Mrs. Miniver

©
J. & P. CO.



JACKSON & PERKINS CO.

World's Largest Rose Growers

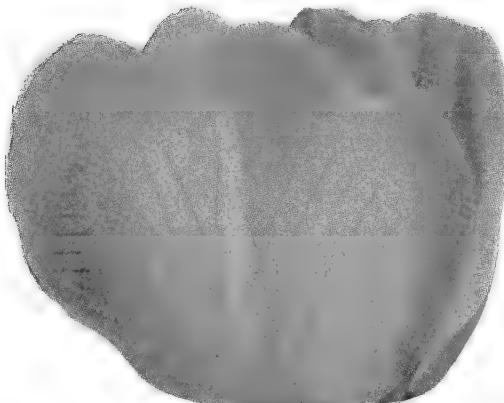


Zulu Queen

© J. & P. CO.

JACKSON & PERKINS CO.

World's Largest Rose Growers

**ZULU QUEEN (Above)**

(Plant Patent No. 363)

The darkest and one of the "blackest" of all red Roses . . . a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, even in torrid weather.

Bush . . . vigorous, hardy, well-proportioned; grows 2 ft. tall.

Blooms . . . the long, pointed buds open gloriously; distinctly and delightfully perfumed.

Generous . . . each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Ernie Pyle

ERNIE PYLE (Left)

(Plant Patent No. 673)

Dedicated to the memory of Ernie Pyle at the 1945 Festival of Roses, this glowing new flower has ever since been generously admired by all. Remarkable because of its profusion of warm rose-pink blooms of great size and unusually abundant fragrance. Bushy, vigorous in growth . . . developed from a rugged seedling of the wild Rose of Alaska by E. S. Boerner, J. & P. Director of Plant Research. Ernie Pyle grows with sleek vigor and amazing resistance. Extravagant display of rose-pink flowers made warm and vibrant by a suffusion of yellow starting at the base of each petal. Slow open-

ing, long lasting in bloom . . . fast becoming one of America's most popular pink Roses. Plant Ernie Pyle in your garden this spring and thrill to its generous display in June.

Bud . . . ovoid, pink, opening slowly and dramatically.

Bloom . . . large, cup-shaped, warm rose-pink suffused with clear yellow. Enormous size.

Cut-flower . . . excellent keeper, on long strong stems.

Fragrance . . . generous and alluring.

Height . . . 2 to 2½ ft., vigorous and bushy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

REX ANDERSON (Right)

(Plant Patent No. 335)

An outstanding exhibition Rose of delicate, lovely ivory-white . . . perfectly formed, slow-opening, one of the very few successful whites. Its fully double flowers may be grown to enormous size by disbudding. Exceptionally free and vigorous, with abundant gray-green foliage. Another favorite we are proud to offer. Always an excellent choice if you wish to achieve a garden spot effect of frosty white. A "must" for the "white garden."

Color . . . delicate, lovely ivory-white.

Growth . . . exceptionally free and vigorous, with abundant gray-green foliage.

Scent . . . soft and fascinating.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

AVAILABLE ONLY IN

ALEZANE. (Pl. Pat. No. 116). A unique color! Warm, rich apricot . . . dark in the bud, lightens as the flowers open. Prized for its profusion of bloom and hardiness. Blooms three weeks earlier than most. Enchanting in its unusual hues. E. A. Piester, curator of the Hartford Rose Garden, says "Alezane is the hardiest and most winter-resistant of the hundred of varieties in the Hartford Garden." This hardiness and its very unusual color and earliness of bloom make a combination that is hard to beat. Alezane was the first variety to bloom in our new garden.

\$1.25 each; 3 for \$3.15; 12 for \$12.50.

BRANDYWINE. (Pl. Pat. No. 530.) Here is a rugged plant and a delicate yellow Rose to make your garden glow with warm sunshine. Tall and strong and rugged as the patriots of old. Handsome large pointed buds, lovely for all kinds of bouquets. In a delightful shade of buff-yellow, the sleek buds open slowly and finish light yellow. The soft subtle color tones set Brandywine apart from all other yellow Roses. It has a deep tawny sheen that softens the yellow petals, but becomes brighter as the blooms develop. Plants are vigorous and so reliable! Plant Brandywine this spring and enjoy one of the finest yellow Roses in your garden all summer.

\$1.50 each; 3 for \$3.75; 12 for \$15.00.

GREER GARSON. P. A. F. A Rose as completely captivating and notable in performance as its namesake. The deep rose-pink buds are large and pointed, opening slowly. The long-stemmed blooms are a true, deep rose-pink, with hearts brilliantly suffused yellow. Frequently sends out long shoots, each with its large perfect bloom and following with a candelabra of 3 to 6 more blooms.

\$1.50 each; 3 for \$3.75; 12 for \$15.00.

GREY PEARL. (Pl. Pat. No. 680.) The sensational novelty introduced by J. & P. in 1945. Lavender-grey petals, shaded olive and tan. Perfectly formed flowers, double, 4 to 4½ in. across. No other Rose of this unusual color has ever been known before. Order early; demand will probably exceed supply. (Limit of 1 to a customer).

\$2.50 each.

ONLY ONE GRADE . . . *The Finest*

LIMITED QUANTITIES

HEART'S DESIRE. (Pl. Pat. No. 501.)

 Heart's Desire was an All-America Selection of 1942. The interesting, long, streamlined deep red buds borne on erect, strong stems, unfold to artistically formed, fragrant double blooms of rich scarlet. 3 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.00.

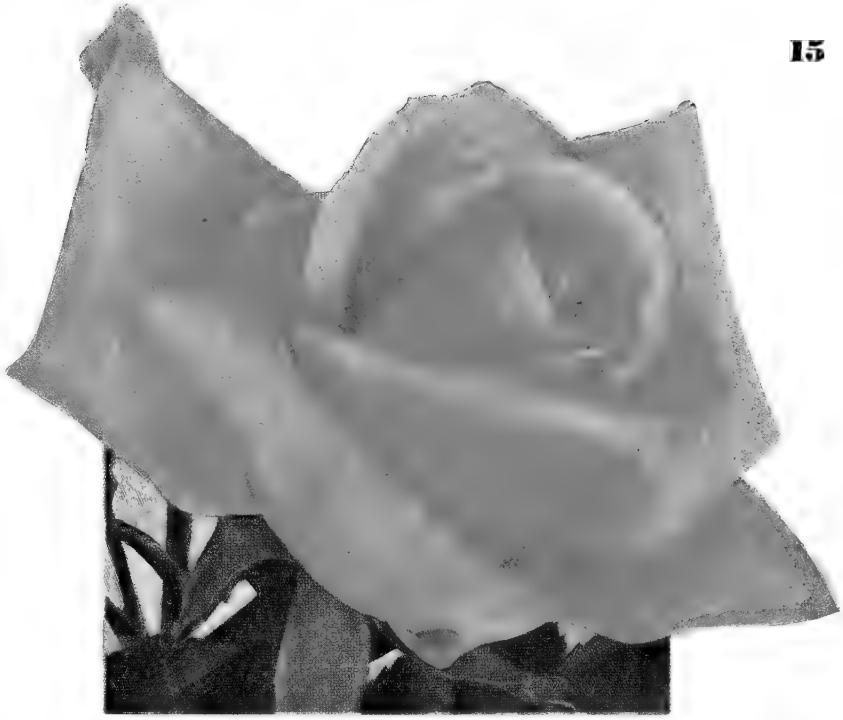
ROSE BAMPTON. (Pl. Pat. No. 425.) A challenging new shade of China red, retaining its depth of color throughout the long life of the blooms. In early spring occasionally there are two-tone variations between the outer and inner petals; from early summer to frost the intense red remains in all its brightening beauty. **\$1.50 each; 3 for \$3.75; 12 for \$15.00.**

WHITE BRIARCLIFF. (Pl. Pat. No. 108.) One of the daintiest and most delightful of all white Roses—grows gracefully. Produces great quantities of pure white flowers repeatedly throughout the entire season. This gorgeous Rose proudly displays its blooms—so coolly fragrant—so generously long-lived. This pure white Rose will make a splendid showing in your garden and will lend itself to many interesting combinations for bouquets.

\$1.50 each; 3 for \$3.75; 12 for \$15.00.

SUNSET GLORY. (Pl. Pat. No. 738.) A delicately shaded two-tone of excellent form and vigor. Sunset Glory is the result of many attempts to create an improved rose of this type. The experienced Rose grower will recognize this as a richer, more colorful sport of the great favorite, McGredy's Sunset. The golden yellow buds are suffused with soft pastel pink, opening slowly into graceful but luxuriant 4 to 5-in. blooms of glowing golden yellow. The sheen of dusty rose-pink laid over each petal makes a gorgeous sunset combination of yellow and pink. Many lovely flowers will be yours throughout the season on strong plants of medium size.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



© J. & P. CO.

Adoration

ADORATION (Above)

(Plant Patent No. 453)

One of the loveliest of our newer Roses, a masterpiece of the noted Jean Gaujard. The buds are particularly intriguing . . . long and pointed, opening gradually into high-centered blooms. These 5-in. blooms are a brilliant salmon-pink tinted with orange at the base of the petals. Large pointed petals arranged to form an unusually artistic flower. Plants are strong and upright, about 30 in. tall. Hardy and vigorous.

Color . . . brilliant, high-centered, salmon-pink blooms. June till frost.

Buds . . . intriguing, long, pointed.

Foliage . . . hardy, profuse, shiny, coppery green.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



© J. & P. CO.

Fantasia

FANTASIA (Right)

(Plant Patent No. 590)

The sparkling cheer of yellow daffodils in spring . . . generously bestowed in your garden continuously during the summer and fall. All over America, Rose lovers are enthusiastic because of the "lift" they get from the bright golden yellow of the beautiful buds. Fantasia is particularly outstanding for its magnificent display of spectacular bloom . . . usually in generous clusters. It boasts all the loveliness of its Modern Hybrid Tea parentage with the added robust characteristics of the Floribundas. Plant in masses or in beds of Hybrid Teas.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



**Rex
Anderson**



THE EVER-

Beloved favorites of many a fine Rose garden, these are the best of the older Hybrid Tea Roses. Admired by Rose-lovers for years, these varieties still merit a place in many fine gardens.

Only Roses that do well in all parts of the country are in this list . . . recommended by leading rosarians, extensively planted in public Rose gardens.

Highest-grade, 2-year-old, field-grown plants, ideal for a large colorful planting at little cost. A generous supply of cut flowers can be obtained throughout the season from your plantings of the Ever-Popular Dozen.

NOTICE

Our supply of some varieties may become exhausted. To avoid the possibility of disappointing you, we will substitute similar types if necessary, unless you instruct us not to on the order blank.

© J. & P. CO.

YOUR OWN CHOICE

of any of the 26 varieties listed

\$1.00 ea; 3 of one kind \$2.50;
12 of one kind \$10.00

**Guaranteed to
Live and Bloom**

JACKSON & PERKINS CO.
World's Largest Rose Growers

POPULAR DOZEN

\$1.00 each; 3 of one kind \$2.50

Caledonia. Large; white; very double; long-lasting; slightly fragrant. Long stems. Hardy.

★**CHRISTOPHER STONE.** Velvety scarlet-crimson; Damask fragrance. Very popular, upright. Stands hot weather.

★**CONDESA DE SASTAGO.** Two-toned coppery pink inside, golden tint outside.

Dainty Bess. Large frilled single flowers, flesh-pink inside; old-rose reverse. Deep red stamens. The best single Rose.

Duquesa de Penaranda. Copper-apricot in summer, cinnamon-peach in fall. Long stems.

Editor McFarland. Perfectly formed blooms of clear brilliant pink, slightly suffused with yellow. Intensely fragrant; strong stems.

E. G. Hill. Very fragrant blooms, deep maroon, velvety on inside, shading to pure red when open wide. Fine bud. Blooms all season.

★**ETOILE DE HOLLANDE.** Bright red; large; loose; semi-double, fragrant. Vigorous.

★**GOLDEN DAWN.** Sunflower-yellow turning to lemon; well-formed; fragrant. Continuous.

Home Sweet Home. Large, fragrant, clear glowing pink with silvery edges.

(Items starred are illustrated)

© J. & P. CO.

★**K. A. VIKTORIA.** Exotic pure white blooms for contrast in bouquet or garden.

McGredy's Ivory. Delicate creamy white, yellowish at base. Long, pointed bud.

★**McGREDY'S YELLOW.** Large, bright butter-cup yellow. Exquisite bud and flower.

McGredy's Scarlet. Vivid rose-red with blazing scarlet sheen; large, loosely formed flowers. Tall.

★**MME. JOSEPH PERRAUD.** Deep, warm coppery yellow flowers. Long stems. Large and fragrant. Vigorous.

Mrs. Erskine Pembroke Thom. Fine buds; perfect rich yellow flowers; delicate fragrance.

Mrs. Pierre S. du Pont. Deep golden yellow, slightly lighter with age; semi-double. Fragrant. Steady bloomer.

★**NUMA FAY.** Very full-petaled; light coral-pink, satiny and fragrant. Free blooming; fine for bedding.

★**PINK DAWN.** Deep rose opening to pink. Tinted with orange at base. Fragrant.

★**POINSETTIA.** Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.

★**PRESIDENT HERBERT HOOVER.** Maroon and orange, two-tone. Vigorous, upright; free-blooming. Fragrant.

President Macia. One of the finest pinks. Long, rich pink buds. 6-in. blooms; flesh, rich pink reverse.

Radiance. Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.

Red Radiance. Very large; long-lasting; intensely fragrant; clear, even red. Tall.

★**SOEUR THERESE.** Long, pointed, silvery yellow buds, marked mauve-red. Fragrant. Many daffodil-yellow blooms.

Talisman. Golden yellow and copper; long-lasting. Free-blooming.

The Doctor. Sparkling pink buds, pointed; one of the largest of all blooms—5 to 6 in. across.

All 12 Roses shown
on these two pages
GROUP \$78 **\$10.00**
(Value \$12.00)
You save \$2.00

All 4 Roses shown
on this page
GROUP \$88 **\$3.35**
(Value \$4.00)
You save 65c

All 8 Roses shown
on opposite page
GROUP \$98 **\$6.65**
(Value \$8.00)
You save \$1.35

36 plants, 3 of each
of all 12 Roses shown
GROUP \$108 **\$30.00**
(Value \$36.00)
You save \$6.00

Mme. Joseph
Perraud

Pink Dawn

Soeur
Therese

Christopher
Stone





Rome Glory

© J. & P. CO.

ONLY ONE GRADE... *The Finest*



Peace

© J. & P. CO.



Mme. Jean Gaujard

© J. & P. CO.

ROME GLORY (Left)

(Plant Patent No. 304)

The aristocrat of red Roses, among the largest in Rosedom, unchallenged in a wide, bright world of color. A true patrician. Borne freely on extra-long stems, keeping marvelously in bouquets. Superb fragrance, most prized of all Roses at the florists, commanding fabulous prices wherever grown.

Buds . . . more glorious, more perfect than any American Beauty. Large, double blooms of exquisite form.

Lasting. . . flowers last long on the plant, or cut.

Plant . . . strong, healthy, of better than average height.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

PEACE (Below, Left)

(Plant Patent No. 591)

Peace has already taken its distinguished place among the yellow Roses, introducing a new note of interest in the color stages through which it passes. The ovoid buds are golden yellow, etched with pink. As they open, they change from canary-yellow, to pale gold, to iridescent cream. The petals are edged with apple-blossom-pink that deepens as the flower slowly opens to glorious 5-in. blooms. The petals roll gracefully outward to form a very double flower, attractively cupped and with a high-centered golden heart. Individual petals are large, numbering from 40 to 45. Its fragrance is delicate.

The plant is as superior as the bloom, hardy—vigorous—disease-resistant. The flowers are unusually large and borne on heavy stems that lift them proudly above the mass of large, vigorous, shining, holly-like foliage. Best of all, the blooms are produced in glorious succession until frost.

Honors . . . All-America for 1946 and other awards.

Bud . . . ovoid, golden yellow, etched with pink.

Blooms . . . cupped, canary-yellow to cream, edged pink. 5 in.

Plant . . . vigorous, hardy. Large, glossy, disease-resistant foliage.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

MME. JEAN GAUJARD (Below, Right)

(Plant Patent No. 338)

An aristocrat, bearing in the long, shapely bud an exquisite blend of pastel colors, every mark of the patrician. Delicate creamy yellow, with gorgeous shades of orange and carmine-pink on the reverse. Extraordinarily fine and graceful in form, with lovely long stems. Stands the sun—very free blooming. Possesses all the subtle allure of France, from the birthplace of Pernet-Ducher Roses, created by the famous French hybridist, Jean Gaujard.

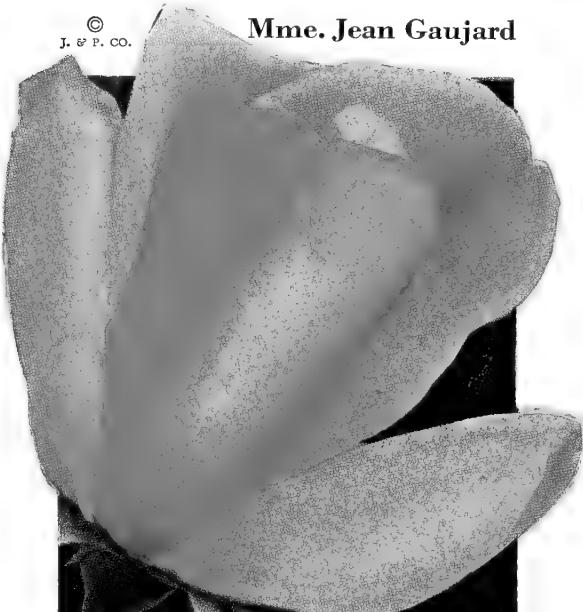
Hardy . . . disease-resistant, sturdy, upright. About 3 ft. tall.

Desirable . . . for cutting and garden. Slightly fragrant.

Colors . . . charming, rich, in both natural and artificial light.

Awarded . . . Gold Medals: C.F.S.R. France; Colle Oppio, Italy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



CHARLOTTE ARMSTRONG (Right)
(Plant Patent No. 455)

Perfectly formed blood-red buds develop into large spectrum-red blooms . . . cerise in hot summer weather. The bud opens slowly and the flower keeps its perfect form right up to the time it is fully developed. A very double Rose that lasts well in the garden or will give you many days of enjoyment if you cut it in the bud stage and bring it indoors. The long-stemmed blooms, produced in wondrous quantities throughout the season, are ideal for cutting. Color is so brilliant that in strong sun there seems to be a delicate silvery edge around each petal. Dainty, sweet fragrance.

We examined several beds of Charlotte Armstrong in our new garden on September 22, and found it to be large and vigorous even at that late date. The rugged plants were well over 3½ feet high, covered generously with beautiful foliage and plenty of young new growth the glistening bronze color of red barberry. Even that late in September, there were many flowers and because of the cool weather, their color and form were lovely beyond description. You may plant Charlotte Armstrong in your own garden with confidence that it will give you a profuse display of very beautiful rich, red blooms from early spring right through July, August, and September to frost.

Form . . . Perfect from the time it is a tight bud until the flower is fully developed.

Color . . . Spectrum-red in cool months, cerise in summer heat.

Vigorous. . . Particularly vigorous and luxuriant. One of the largest in our garden.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**



HAVE HEALTHIER, MORE BEAUTIFUL ROSES!
J. & P. Rose Spray, Rose Dust, Special Rose Food

J. & P. ROSE SPRAY

All the safeguards your roses need in one safe, easy-to-apply solution! If you prefer a liquid spray, this is the best rose pesticide available, according to our Plant Research Dept. Contains Fermate, Aerosol Grade D.D.T., sulphur and other essential materials . . . insures better protection for your plants. Use J. & P. Rose Spray within 24 hours after each rain; every 10 days in dry weather. Blackspot, mildew, rose chafers, aphids and other common rose ills will not bother you. Also a deterrent to Japanese Beetles. We want you to enjoy your roses to the fullest degree; here is our recommendation for a complete Rose Spray that will give you good results.

4 ozs. Enough to treat 24 plants for a whole season **\$1.35**
1 lb. Enough to treat 100 plants for a whole season **4.50**
5 lbs. Enough to treat 500 plants for a whole season **16.00**
 (Shipped to you postage prepaid)

WE RECOMMEND J. & P. SPRAY OR DUST FOR YOUR GARDEN

Here at last . . . the long awaited J. & P. answer to the garden pest problem! In growing millions of rose bushes, we must have a dependable means of controlling insects and plant diseases. This material is our final answer in the development of an all-purpose

J. & P. ROSE DUST

The ideal material for those who prefer a pesticide in dry, powder form. No mixing; no solutions. Simply dust your roses lightly within 24 hours after every rain, or every 10 days in dry weather. This amazing, new preparation will keep the bushes clean and healthy throughout the entire season. Chewing insects, sucking insects and plant diseases need no longer bother you. Also a deterrent to Japanese Beetles. After extensive tests by our Research Department, this Rose Dust proved superior to any other available. Contains Fermate, Aerosol Grade D.D.T., rotenone and other essential ingredients. We recommend it heartily as the best way to control insects and diseases on your roses and other garden flowers.

1 lb.	Enough to treat 6 plants for a whole season	\$1.10
4 lbs.	Enough to treat 24 plants for a whole season	4.00
24 lbs.	Enough to treat 150 plants for a whole season (1 and 4 lbs. shipped postage prepaid)	22.50

rose pesticide. Contains fermate, Aerosol Grade D.D.T., sulphur, rotenone, and cube root. No other spray that we know of contains all of these high-quality protective ingredients in one easy-to-use package.

SPECIAL ROSE FOOD

Happy, healthy roses require a liberal supply of the right fertilizer. J. & P. Rose Food is RIGHT in every way; will keep your roses growing luxuriantly all season. Partially inorganic . . . it is a quick stimulant and also provides slowly available nourishment. If properly fed, your roses will convert plant food into more beautiful, healthier blossoms and foliage. A small quantity of J. & P. Rose Food will accomplish wonders for you . . . very economical and no danger of overfeeding. Two tablespoonfuls per plant 3 times each season will keep your roses growing luxuriantly. Equally good for annuals, perennials and all other garden flowers. Order your supply now and see the results in your garden next summer. Full directions with each order.

5 lbs.	Enough to feed 24 plants for a season	95c
10 lbs.	Enough to feed 48 plants for a season	\$1.75
25 lbs.	Enough to feed 150 plants for a season	3.50
100 lbs.	Use freely for the entire flower garden (5 and 10-lb. packages shipped prepaid)	9.60



© J. & P. CO.

Pinocchio

Floribundas

Hardy! Versatile! Masses of color. Great clusters of flowers even on a single branch. Floribundas have a place in any landscape . . . any garden . . . because they combine the best features you want in a truly "all-season bloom." Floribundas fit beautifully into the garden ensemble and the bushy plants are in flower continuously from June to frost. They are ideal for mass display, in borders with flowering shrubs to give color after the shrub bloom is past, among evergreens, as hedges or in any other location where you want a splash of gay color all summer. Especially suited for table decorations. The flower clusters lend themselves well to arrangements of many interesting types.

Pinocchio

The Sensational

"ROSE OF TOMORROW"

(Plant Patent No. 484)

Truly the all-purpose wonder of Rosedom and, of course, a J. & P. introduction! *Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush setting the entire plant aglow with gay harmony.* Great clusters of exquisite pointed buds open gradually to long-lasting Miniature Tea Roses, 1½ inches across.

Always in Bloom—Long-Lasting

Pinocchio blooms so exuberantly that the word "everblooming" seems inadequate . . . as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. The flowers are long-lasting in all weather. Each plant is a riot of color in June and then continues to bloom right up until frost.

Appealing Color—Artistic Sprays

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. The artistic sprays of buds and blooms are incomparable for mass or miniature flower arrangements. Often keep from 8 to 10 days in the home. Unrivalled for boutonnieres.

Many Uses—Continuous Display

In the garden Pinocchio has many uses and generously fulfills them all. It is ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink masses are refreshing in mass plantings and edgings for paths, drives, beds, and borders. One of the best "all-purpose" Roses.

Bred to endure rigorous winters and to bloom abundantly from early June through the hot summer and through fall; a welcome addition to any garden.

Buds . . . pointed salmon flushed gold at base.

Blooms . . . in great clusters, opening slowly to miniature Hybrid Teas, 1½ in. across, soft clear pink, acquiring deeper pink edges. Long-lasting. Exotic, fruity fragrance.

Plants . . . very prolific, continuous; hundreds of blooms to a bush. 20 to 24 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

RED PINOCCHIO P. A. F. (Not illustrated)

One of our most popular 1947 introductions! *The widely loved Pinocchio in glowing red!* Unbelievable masses of 3½ in. flowers in generous, unfading clusters. Color is rich dancing carmine; gradually deepens as blooms open. Delightful wild Rose fragrance. Vigorous, heavy grower and a prolific bloomer.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



Pinocchio makes a colorful hedge, a worthy Rose garden specimen and is always lovely for dainty bouquets.

PERMANENT WAVE (Right)

(Plant Patent No. 107)

You will find this fascinating for its rare color and dancing blooms. The name was inspired by the delightful crinkling and fluting along the edges of each silky petal. The outside of the petals is a rare cochineal-red with the inside a shade lighter. The unusual wavy petals have a delightful irregular effect even in the bud stage, with the fluting more and more noticeable as the flowers open. Particularly useful for its constant show of beautiful flower clusters . . . frequently with as many as 15 blossoms on one stem.

The endless procession of color and the pleasing unusual form give Permanent Wave a special place in the hearts of all who grow it. The flower clusters stand up well, staying crisp and fresh in all kinds of weather. Of medium height and vigorous growth, you will enjoy this variety whether you use it as a single plant, in a group of two or three together, or in a hedge. Beautiful and interesting at all times!

Unusual . . . fluted petals giving delightful, irregular effect.

Color . . . petals a rare cochineal-red outside, somewhat lighter inside.

Decorative . . . long-lasting clusters for table decorations. Unusual dark reddish new growth.

Vigorous . . . well-shaped plants, 30 in. high; stands our climate well.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

**Be sure to get J & P Rose Spray and
Fertilizer for your garden**

See page 19

AVAILABLE ONLY IN LIMITED QUANTITIES

(Not Illustrated)

GERANIUM RED. (P. A. F.) 4-in., camellia-like flowers of vivid spectrum-red like the old-fashioned geranium. Heavily scented with the sweet heady fragrance of rose geranium. Buds are dark oxblood-red, completely winning your heart as they open slowly, and the tumbled pattern of inner petals shows a brighter color in lovely contrast to the dark buds. Blooms in clusters and also individually on single stems. Geranium Red is definitely in a class by itself because of its very unusual color and its utterly amazing geranium fragrance.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15.

CARILLON. (Pl. Pat. 136.) A singing Rose! Entrancing flame and coral hues. Graceful semi-double blooms, large and pleasingly fragrant. 24 to 30 in. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15.

SMILES. (Pl. Pat. 331.) All season long, Smiles will give gorgeous clusters of coral-pink buds opening to dainty 3-in., semi-double, beautifully shaped flowers, lively salmon-pink. Long-lasting, daintily perfumed.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45.

FLORADORA. (P. A. F., A. A. R. S.) Brilliant cinnabar-red, touched with scarlet and geranium. Prolific and continuous, with best bloom in early June and late fall. Bushy, 2½ to 3 ft. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15.

SNOWBANK. (Pl. Pat. 279.) A delightful white, large-flowering Floribunda, growing 20 in. tall. Excellent en masse and for the border. Strong, bushy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45.

ROCHESTER. (Pl. Pat. 131.) Clusters of rich creamy blooms flushed pink. Like miniature Hybrid Teas but in masses, as many dark pink buds on each stem develop into perfect blooms of cream and yellow tones. Medium large and double. Very free blooming all season.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15.

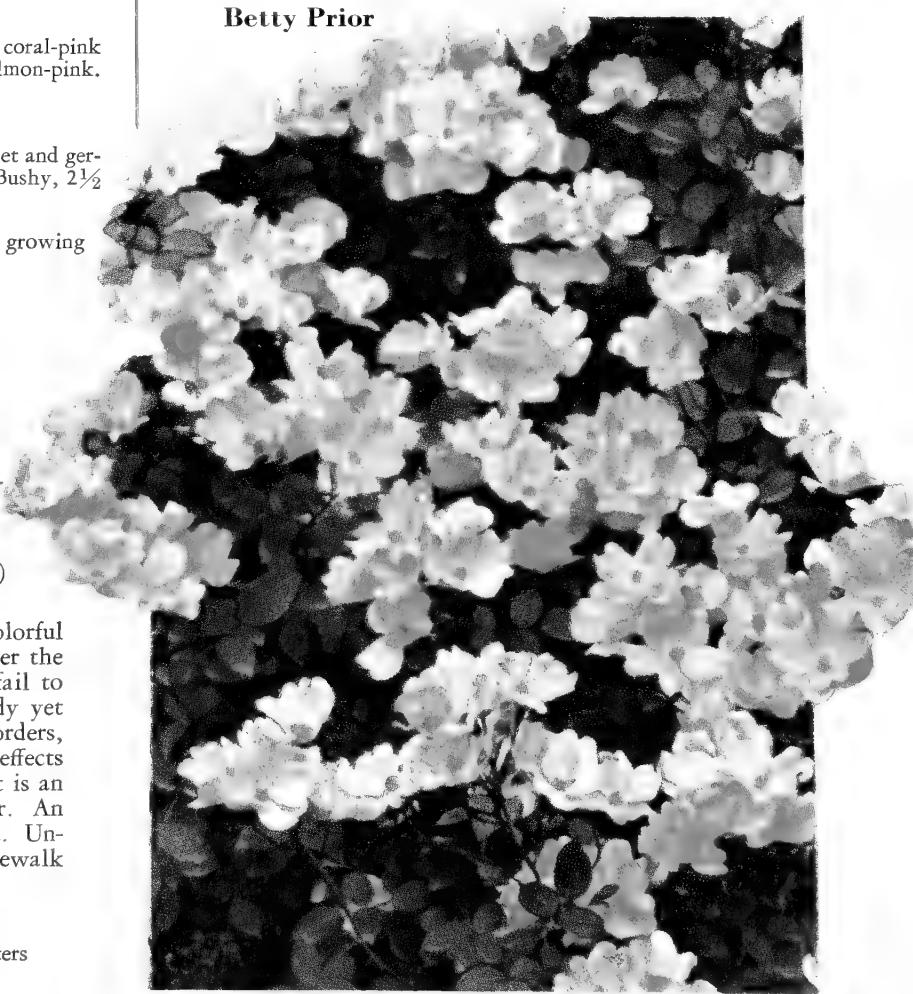


© J. & P. CO.

Permanent Wave

ONLY ONE GRADE . . . The Finest

Betty Prior



© J. & P. CO.

BETTY PRIOR (Right)

(Plant Patent No. 340)

Unusually tall and free-flowering; delicate pink color. In June, its colorful myriads of blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, resembling red dogwood, never fail to keep color and attract interest. The healthy, vigorous plants are sturdy yet delicate in appearance and bountiful with their blooms. In beds, borders, hedges, groups and large plantings, Betty Prior gives gorgeous mass color effects and many cut flowers throughout the year. Tallest of all Floribundas, it is an excellent plant for the background of a Rose garden or perennial border. An established plant in a sheltered position will go up as tall as 4 ft. or more. Unequaled for colorful, informal hedges and for curb plantings between the sidewalk and the street, or in any other conspicuous location.

Color . . . buds lively red, open shell-pink. Resembles pink dogwood.

Flowers . . . resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

Foliage . . . healthy young shoots of interesting red.

Plants . . . 3 to 3½ ft., full, abundantly branched. Exceptionally vigorous.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

JACKSON & PERKINS CO.

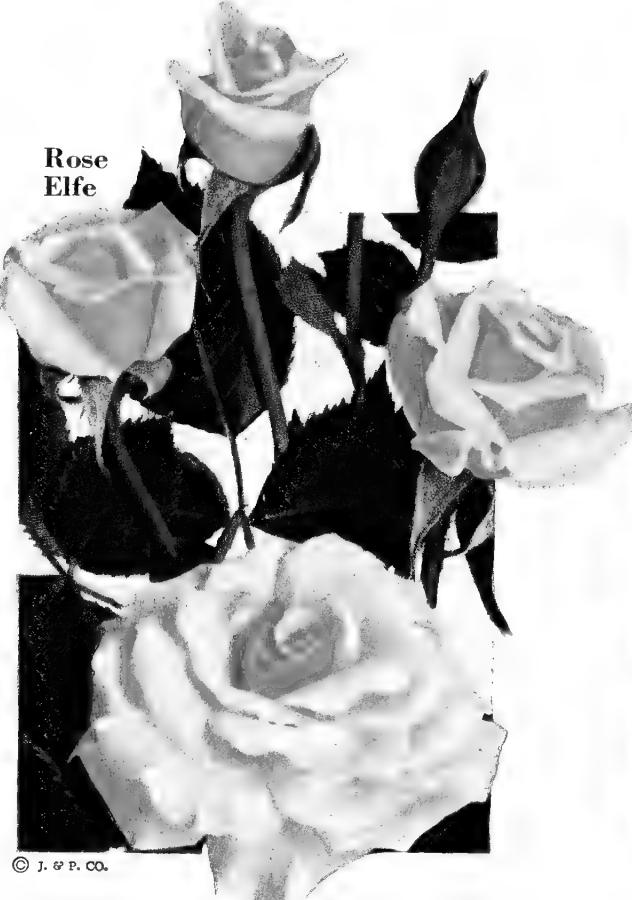
World's Largest Rose Growers

Donald Prior

A. Grille



© J. & P. CO.



Rose Elfie

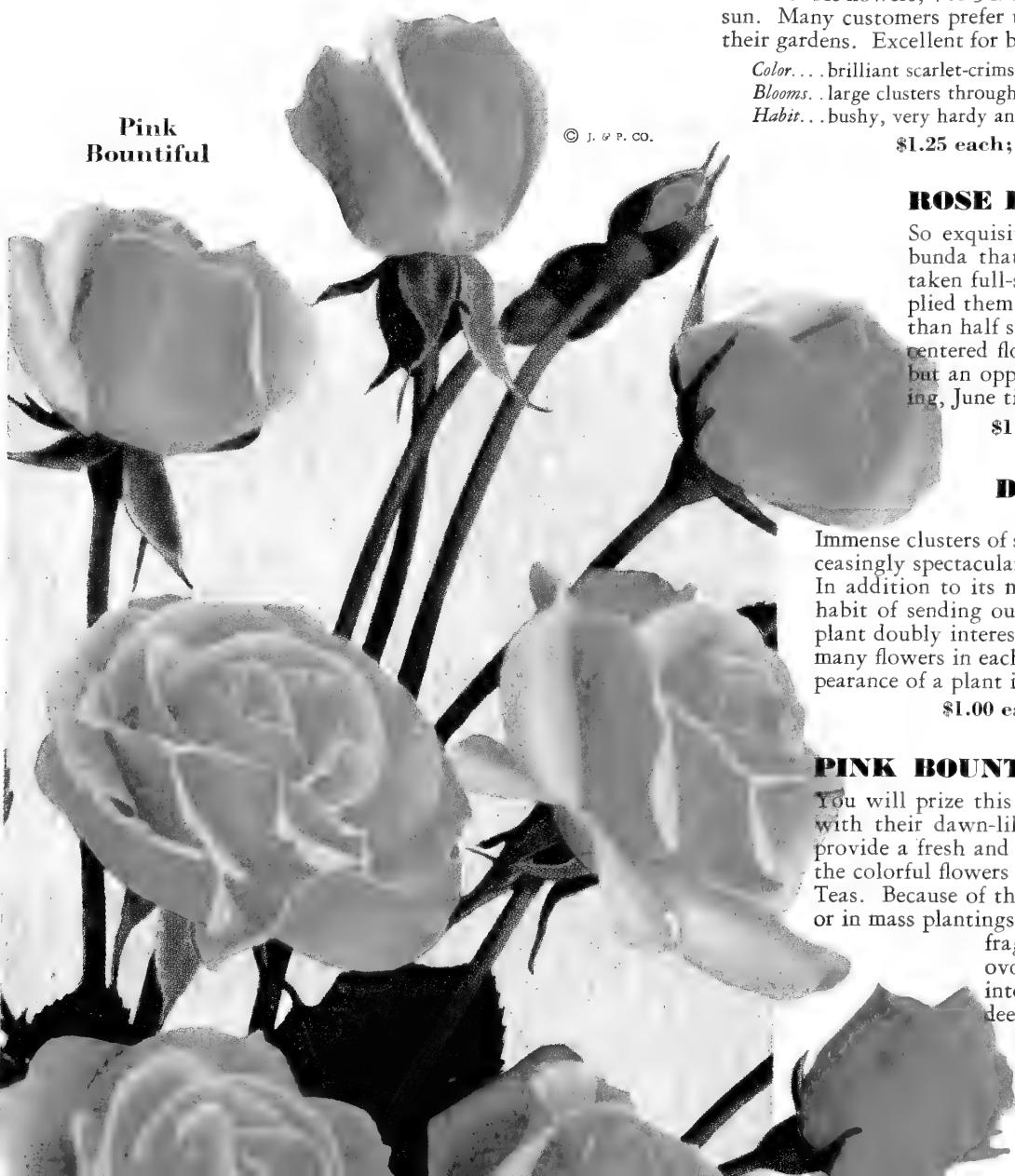
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© J. & P. CO.

ONLY ONE GRADE ... *The finest*

Pink Bountiful



© J. & P. CO.

A. GRILLE (Above, Left Corner) (Plant Patent No. 475)

This brilliant Rose has made for itself an important niche in the Floribunda family. Lively scarlet-crimson . . . large-flowered, similar in flower and growth but several shades brighter than the nation's favorite World's Fair. Truly a "Rose of Tomorrow." Semi-double flowers, 4 to 5 in. across. They never lose their brilliance even in the hottest sun. Many customers prefer this dashing red Floribunda to bring warmth and cheer to their gardens. Excellent for beds, borders, and mass planting.

Color . . . brilliant scarlet-crimson; bright in all light. Does not burn or fade in hottest sun.

Blooms . . . large clusters throughout summer.

Habit . . . bushy, very hardy and vigorous; heavy, healthy foliage. 24 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

ROSE ELFIE (Above, Center)

So exquisite are the miniature blooms of this strong, hardy Floribunda that one might easily believe that the elves themselves had taken full-sized perfect Hybrid Tea blooms similar to Picture, multiplied them several times on a single stem and reduced them all to less than half size! The miniature rose-pink buds open to tiny 2-in. high-centered flowers and offer not only a most attractive garden display but an opportunity for a great many cut-flowers, continuous blooming, June till frost. Known as Delight to the florists.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

DONALD PRIOR (Above, Right)

(Plant Patent No. 377)

Immense clusters of semi-double, brilliant red flowers make this Floribunda unceasingly spectacular and colorful. Sturdy and vigorous—rarely out of bloom. In addition to its many generous flower clusters, Donald Prior has a unique habit of sending out individual flowers all over the bush, making the entire plant doubly interesting. The petals of each flower are large and wavy, while many flowers in each cluster will vary slightly in color. Thus, the general appearance of a plant in bloom is most unusual and artistic.

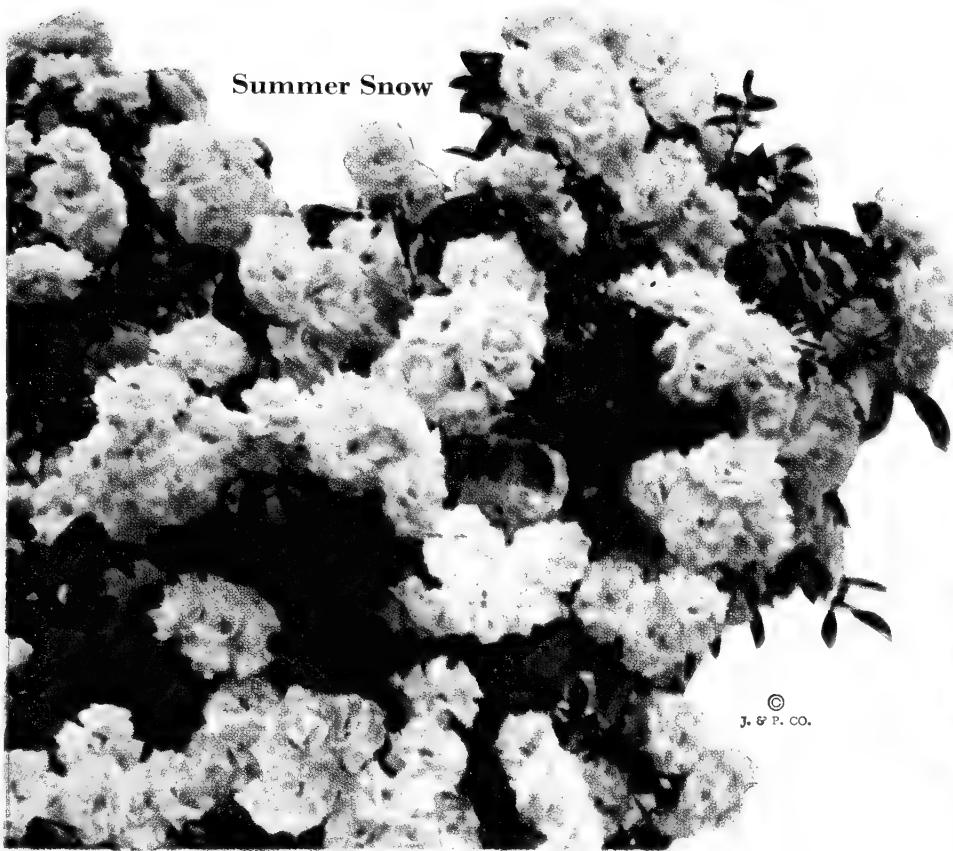
\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

PINK BOUNTIFUL (Left) (Plant Patent No. 601)

You will prize this lusty Floribunda in your garden for its soft pink flowers with their dawn-like glow. Large and delicate, but lasting bloom clusters provide a fresh and profuse mass of color all summer long. When fully open, the colorful flowers measure up to 3 in. across, looking like miniature Hybrid Teas. Because of this, Pink Bountiful will go equally well in your Rose beds or in mass plantings. Its profusion of season-long bloom, delightful color and fragrance make it unusual and effective in any location. The ovoid buds are tinted deep reddish pink and unfold demurely into flowers with a buff salmon-pink heart flushing into a deeper pink at the outer petals. Nutty fragrance.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

JACKSON & PERKINS CO.

Summer Snow

© J. & P. CO.

SUMMER SNOW (Above)

(Plant Patent No. 416)

The most prolific of white Floribundas, with great "drifts" of beautiful large clusters, all as clean as falling snow. Sometimes produces 15 or even more buds to a cluster. Plant them wherever you want a bold mass of color. Summer Snow Floribunda Roses are widely used to work wonders in the "white gardens" now so much in vogue, also to accent and blend other colors in the perennial and shrubbery borders. Most reliable to heavily blanket any area you wish with immaculate white. Blooms continuously from early June until frost, also always providing a generous supply for the house.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

MAGIC RED (P. R. R.) (Above Right)

Pulse-quickenning red, in fully double 5-in. flowers that will give you brilliant, resonant spots or borders of perfect color. A single spray containing four or five of these graceful, long-stemmed blossoms will last fully 10 days. In the garden, the slowly developing blooms, which are produced continuously all season, stand out in the good clear color for nearly two weeks, even in weather as extreme as the August suns of Mississippi. Does well anywhere. 2½ ft. plants. Disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

CHEER (Right, Center)

(Plant Patent Applied For)

Acclaimed for its flashy show of color; brings a cheery, warm glow to your garden. This is the bright, deep rose-pink form of the prized World's Fair Rose—internationally famous. Cheer takes its place deservedly among rosedom's favorites. The ovoid buds are orange-pink to red. In many sections, they approach geranium-red or rose-red. They open to large, ruffled, semi-double blossoms on a compact plant. Large, perfectly formed blooms that are 4 in. across. Sweet fragrance.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

CHATTER (Right)

(Plant Patent No. 739)

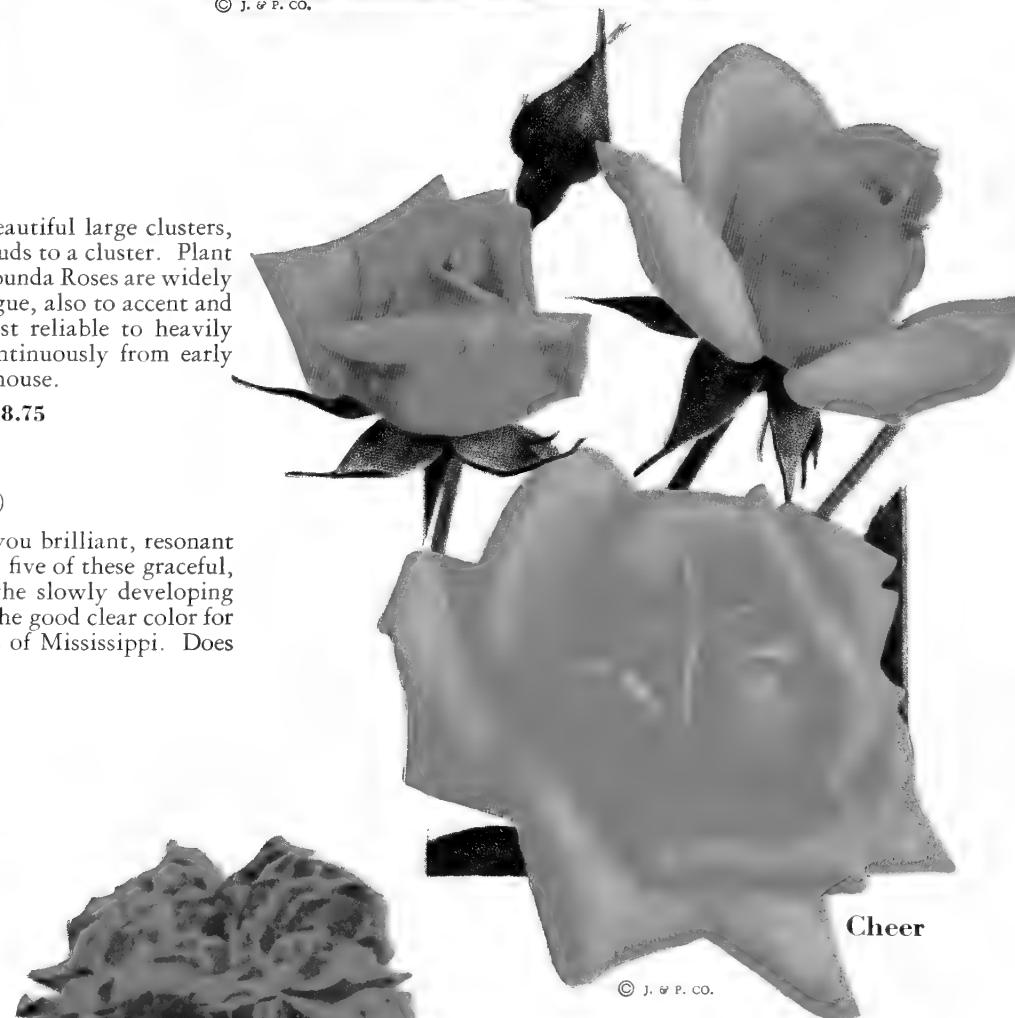
Especially bright crimson flowers, unlike any other Floribunda Rose! 2½ to 3 in. across, the velvety petals make a constant show in gardens, Rose beds or borders. Produced in generous clusters, the dainty buds open slowly until each cluster bursts with handsome crimson as the flowers develop on sturdy 18-in. plants.

Chatter has all the finest qualities of the Floribundas plus this grand new dancing crimson and a delicate old Rose fragrance. Another J. & P. custom-bred aristocrat, winter-hardy, disease-resistant and guaranteed to live and bloom.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45



© J. & P. CO.

Magic Red

© J. & P. CO.

Chatter

© J. & P. CO.





MODERN Tree Roses

THE ARISTOCRATS
OF ROSEDOM

A Jackson & Perkins Specialty

If you love Roses and would see them at the pinnacle of perfection, here is an opportunity to grow the "Queen of Flowers" in unequaled excellence. *The blooms borne on Tree Roses are superior in quality to those produced on regular bush form.* Modern Tree Roses are the crowning glory of the plant world . . . for giant size, exquisite form, brilliance of color, and abundant bloom from June through frost.

From the largest estate to the smallest city lot, they transform any garden or grounds into a haven of loveliness. There's a place for Tree Roses anywhere . . . they

make informal gardens more radiant, small gardens more intimate, and formal gardens more stately. Because of their unusual form and the unparalleled beauty of the flowers, they present a breath-taking picture in any landscape.

Imagine the "Queen of Flowers" putting forth her supreme loveliness and fragrance right at eye-level! Equally effective in perennial borders or any other location where their resplendent glory is fitting. The talk of the community, J. & P. Modern Tree Roses will make your garden outstanding next June.

Distinction for Your Garden

For the ultimate in lavish display, experienced gardeners plant Tree Roses. Your garden will glow with a new charm and rich beauty, surpassing anything you have ever known before, when you combine Tree Roses with your Hybrid Teas and Floribundas. See how the Tree Rose on the front cover of this catalog gives an unusual distinction and stateliness to the plants around it. J. & P. Modern Tree Roses will do the same thing for your garden. The breath-taking spectacle of perfect Hybrid Teas right at eye level is the gardener's mark of distinction and good taste. Grow the most beautiful of all flowers in its most beautiful and sensational form . . . plant Tree Roses this spring.

ALL THE FINEST COLORS

Pink Yellow Red Salmon White Multicolor

All have big, double blooms like those pictured. Choose from these six colors the ones you want, and order the number of plants desired in each color selected. We shall then send you the choicest plants to do best where you live, each properly labeled with its correct name.

Only \$5.00 Each

Any 2 for \$9.50; Any 6 for \$25.00

Transportation prepaid—nothing further for you to pay. These prices also include safe, expert packing. Guaranteed to reach you in good condition.

Blaze. (pat. 10.) Flag red. Very effective.
Christopher Stone. Scarlet-crimson.
Countess Vandal. (pat. 38.) Bronze-pink.
Crimson Glory. (pat. 105.) Vivid crimson.
Dicksons Red. (pat. 376.) Flashing scarlet.
Eclipse. (pat. 172.) Golden yellow.
E. G. Hill. Rich red.
Fantasia. (pat. 590.) Golden yellow.
Golden Dawn. Sunflower-yellow.
Hector Deane. (pat. 361.) Cochineal-carmine.

Tree Roses are very popular and take years longer to produce than bush Roses. Therefore our supply is comparatively limited. If any variety you order is sold out, rather than disappoint you we shall send another of similar color. Complete, simple instructions for easy planting and care are supplied with every order. All Tree Roses are guaranteed.



© J. & P. CO.

Better Because:

• J. & P. Modern Tree Roses are grown on a special strain of Multiflora root and stem (trunk) for best success in your garden.

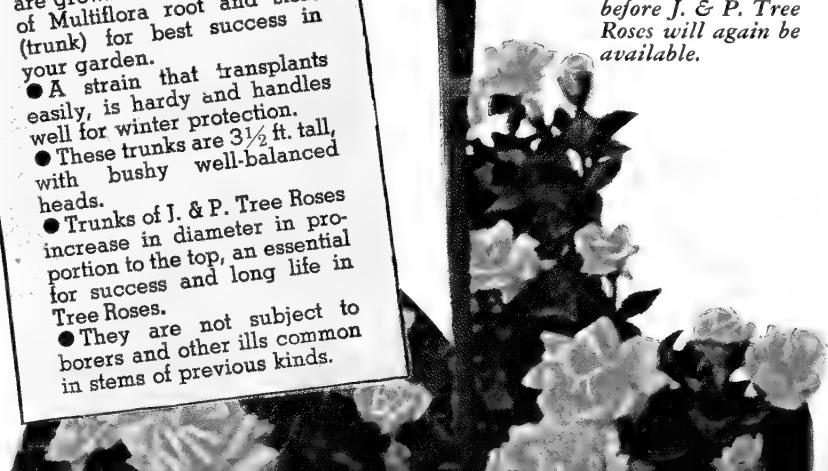
• A strain that transplants easily, is hardy and handles well for winter protection.

• These trunks are 3 1/2 ft. tall, with bushy well-balanced heads.

• Trunks of J. & P. Tree Roses increase in diameter in proportion to the top, an essential for success and long life in Tree Roses.

• They are not subject to borers and other ills common in stems of previous kinds.

Tree Roses are sold only in spring. When supply is exhausted, it will be a year before J. & P. Tree Roses will again be available.



ORDER BLANK. SPRING 1948

**Please Read
Following
When You
Order**

Shipping Dates

We will send your order at the proper time for planting in your locality. It is not necessary for you to specify a shipping date.

How to Remit

The best way to send payment is by check, U. S. Postal Notes or by Post Office or Express Money Order. Do not send stamps or cash because we cannot assume any responsibility unless sent by registered mail.

Items Not Listed

Any variety of Roses, Perennials or other material which is not listed on the order blank or in the catalog is unavailable for the current season. Plants not listed will be in our future catalogs when available.

Please do not ask us to change this order once you mail it to us. We handle thousands of orders within a very short season, and it is impractical to locate individual orders for changes. We want to accommodate our customers but it is impossible to find any particular order quickly during the shipping season.

Jackson & Perkins Co.

World's Largest Rose Growers • NEWARK, NEW YORK STATE

Name _____ Date _____
(Please Print Name and Address)

Street (or R. D.) _____

City _____ Zone No. _____ State _____

Do not write in above space

Express Office

(If different from P. O.)

SPECIAL SERVICE — As urged by customers, we shall send another variety of same color and quality, should we be out of one you order. If you do NOT wish this, please mark "X" at right and a refund check will be sent instead

Amount Enclosed	
\$	<input type="checkbox"/>
Check	<input type="checkbox"/>
Money Order	<input type="checkbox"/>

All prices include packing and prepaid delivery to you. Send remittance in full with your order. We do not ship C.O.D.

Order Early

Item No.	Quantity Wanted	HYBRID TEA ROSES	Total Price	Item No.	Quantity Wanted	HYBRID TEA ROSES, con'd	Total Price	Item No.	Quantity Wanted	FLORIBUNDAS	Total Price
1		Adoration		504		Taffeta		100		A. Grille	
46		Alezane		57		WAVES		101		Betty Prior	
2		Better Times		44		White Briarcliff		102		Carillon	
3		Brandywine		45		Zulu Queen		123		Chatter	
4		Charlotte Armstrong				Group #18		103		Cheer	
5		Countess Vandal				Group #28		104		Donald Prior	
6		Crimson Glory				Group #38		117		Floradora	
7		Cynthia Brooke				Group #48		124		Geranium Red	
8		Dicksons Red				Group #58		118		Magic Red	
9		Eclipse				Group #68		108		Marionette	
58		Enchantment				EVER-POPULAR DOZEN		120		Permanent Wave	
48		Ernie Pyle		61		Caledonia		109		Pink Bountiful	
10		Eternal Youth		62		Condesa de Sastago		110		Pinocchio	
11		Fantasia		63		Christopher Stone		125		Red Pinocchio	
12		Flambeau		88		Dainty Bess		111		Rochester	
13		Gloaming		65		Duquesa de Penaranda		112		Rose Elfe	
14		Greer Garson		89		Editor McFarland		113		Smiles	
49		Grey Pearl		66		E. G. Hill		114		Snowbank	
51		Heart's Desire		68		Etoile de Hollande		115		Summer Snow	
15		Hector Deane		69		Golden Dawn		116		World's Fair	
17		K. T. Marshall		52		Home Sweet Home				CLIMBERS	
53		Lowell Thomas		71		K. A. Viktoria		140		Blaze	
18		Mandalay		72		McGredy's Ivory		157		Clbg. Crimson Glory	
20		Mary Margaret McBride		99		McGredy's Scarlet		141		Clbg. Summer Snow	
21		McGredy's Sunset		73		McGredy's Yellow		142		Clbg. World's Fair	
26		Mme. Marie Curie		91		Mrs. E. P. Thom		143		Dr. W. Van Fleet	
25		Mme. J. Gaujard		74		Mme. Joseph Perraud		144		Dr. J. H. Nicolas	
27		Miss America		76		Mrs. P. S. du Pont		145		Doulooons	
28		Mrs. Miniver		92		Numa Fay		146		Golden Climber	
29		Neige Parfum		80		Poinsettia		150		New Dawn	
501		New Yorker		79		Pink Dawn		151		Paul's Scarlet	
502		Nocturne		81		Pres. Herbert Hoover				TREE ROSES	
31		Pan America		82		Pres. Macia				Red	
32		Panorama		83		Radiance				Pink	
33		Peace		84		Red Radiance				Yellow	
34		Pearl S. Buck		85		Soeur Therese				White	
55		Prima Donna		95		The Doctor				Multicolor	
54		Pedralbes				Group #78					
35		Rex Anderson				Group #88					
36		Rome Glory				Group #98					
39		Rose Bampton				Group #108					
59		Rubaiyat				ROSES FOR SPECIAL PURPOSES					
503		San Fernando		152		Max Graf					
40		Saturnia		153		Wichuraiana					
41		Signora		365		Rosa Rouletti					
42		Sonata		366		Oakington Ruby					
60		Sunset Glory		367		Frau Karl Druschki					
						Group #118				TOTAL AMT. FOR THIS PAGE \$	

TOTAL

TOTAL

CONTINUED ON NEXT PAGE →

Item No.	Quantity Wanted	PERENNIALS (Not shipped west of Denver)	Total Price	Item No.	Quantity Wanted	PERENNIALS, continued	Total Price	Item No.	Quantity Wanted	FLOWERING SHRUBS	Total Price
171		Anchusa myosotidiflora		205		Phlox, Salmon Beauty		297		Flowering Almond	
214		Aster, Adorable		206		Phlox, San Antonio		298		Flowering Quince	
216		Aster, Beechwood		208		Polemonium, Blue Pearl		295		Beauty-Bush	
217		Aster, Blue Gown		346		Polygonum, Reynoutria		308		Smoke-Bush	
219		Aster Frikarti		347		Primula veris, Colossus		294		Buddleia, White Bouquet	
220		Aster, Mt. Everest		348		Rudbeckia, The King		291		Buddleia, Charming	
172		Astilbe, Fanal		350		Scabiosa, Blue Lady		292		Buddleia, Ile de France	
333		Bleeding-Heart (Pink)		209		Sedum, Brilliant		293		Buddleia, Royal Red	
361		Bleeding-Heart (White)		362		Shasta Daisy, Esther Reed				Group #278 (Buddleia)	
223		Campanula		351		Shasta Daisy, Favorite					
173		Catananche		352		Shasta Daisy, Zinnia-Fl.					
359		Christmas Rose		353		Tritoma, Robin Hood		245		Peach, Elberta	
176		Chrys., Avalanche		355		Verbascum, Pink Dom.		246		Peach, Hale Haven	
227		Chrys., Maroon 'n' Gold		211		Veronica, CraterLakeBlue		256		Rasp., Indian Summer	
364		Chrys., Charles Nye		212		Vinca minor, Bowles Var.		257		Rasp., Latham Red	
400		Chrys., Olive Longland		358		Viola, Purple Heart		258		Rasp., Cumberland Black	
226		Chrys., Red Trojan		363		Viola, Yellow Vixen		241		Apple, McIntosh	
184		Chrys., Sept. Cloud		357		Violet, Double Russian		242		Apple, Red Northern Spy	
183		Chrys., Sept. Bronze		213		Violet, Royal Robe		249		Cherry, Bl. Tartarian	
401		Chrys., Red Gold				Group #138 (Delph.)		252		Cherry, Montmorency	
185		Chrys., Sept. Dawn				Group #148 (Delph.)		253		Plum, Stanley Prune	
182		Chrys., Red Velvet				Group #158 (Delph.)		255		Plum, Abundance	
228		Chrys., E. A. Wander				Group #168 (Delph.)		259		Pear, Bartlett	
181		Chrys., Mrs. P. S. du Pont				Group #178 (Phlox)		263		Grape, Concord	
178		Chrys., Lavender Lady				Group #188 (Phlox)		264		Grape, Fredonia	
402		Chrys., Butterball				Group #198 (Asters)					
235		Chrys., Chippewa				Group #208 (Phlox)					
187		Coreopsis, Golden Shower				Group #218 (Mums)				J & P Rose Spray 4 ozs.	
404		Delph., Dauntless				Group #228 (Mums)				1 lb.	
188		Delph., Debutante				Group #238 (Mums)				5 lbs.	
189		Delph., Delightful				Group #248 (Mums)				J & P Rose Dust 1 lb.	
190		Delph., Desirable				Group #258 (Mums)				4 lbs.	
191		Delph., Divine				Group #268 (Mums)				24 lbs.	
192		Delph., Enchantment								J & P Rose Food 5 lbs.	
236		Delph., Freedom								10 lbs.	
237		Delph., Gayety		286		Fl. Issai (Tree)				25 lbs.	
403		Delph., Glorious		287		Fl. Longissima (Tree)				100 lbs.	
405		Delph., Pink Sensation		288		Fl. Rosea (Tree)				Han-D Sprayer	
360		Dianthus, Irene		289		Fl. Royal Purple (Tree)				Garden Duster	
239		Dianthus, R. R. Red		290		Fl. Violacea (Tree)				G. S. (Master) Sprayer	
238		Dianthus, Silver Mine								Harcos Sprayer	
334		Funkia subcordata alba								Floralife	
193		Gypsophila, Rosy Veil		378		Fl. Issai				Soil Soaker	
336		Heliopsis, Summer Gold		379		Fl. Longissima				Water Wand	
337		Lythrum, Morden's Pink		381		Fl. Rosea				Perfect Garden Labels	
196		Lythrum, The Beacon		382		Fl. Royal Purple				Border Size	
197		Pachysandra terminalis		383		Fl. Violacea				Rock-Garden Size	
339		Pentstemon, Ruby King								Show-Garden Size	
340		Phlox, Antoinette Six								Tie-on Labels	
198		Phlox, Apple Blossom		371		Clematis Jackmani				Pot Labels	
200		Phlox, Charles Curtis		372		Clem. lanuginosa candida					
343		Phlox, E. I. Farrington		374		Clem., Red Jackmani					
201		Phlox, Fairy King		376		Silver Lace Vine					
344		Phlox, Harvest Fire				Group #128					
202		Phlox, Mikado									
203		Phlox, Miss Lingard									
204		Phlox, Progress		267		Chinese Chestnuts					
TOTAL		TOTAL									

Total for this page \$ _____

Total from other side \$ _____

TOTAL ENCLOSED _____

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Taking Care of Your Garden Is Like Baking a Pie . . .

You Need the Right Tools to Work With!

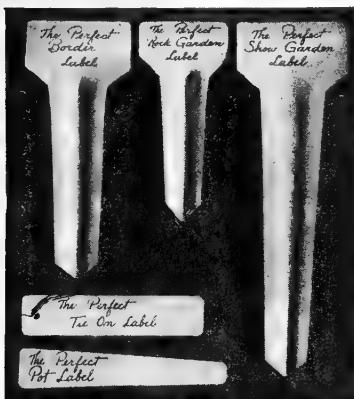
By giving your garden the little attention it needs at the correct time, you can be assured of satisfactory results with very little effort. Here we offer a few particularly useful garden accessories that have come to our attention and which we are happy to recommend as being worthwhile. Given a good location and fertile soil to start with, the average garden will respond to a simple maintenance program of insect control and thorough, deep watering.



G. S. "MASTER" SPRAYER

Unusually sturdy, yet easy to use. No heavy tank to carry around. Weighted end of 5-ft. hose sets in pail or other container; all-brass telescoping nozzle projects a spray from a fine mist to a 30-ft. stream. Adjustable, non-clogging nozzle with goose-neck for getting under foliage. Easily cleaned. Will not wear out or break. Full instructions included.

\$8.50 each



Perfect Garden Labels

With an ordinary lead pencil, write or print; the markings will be clear and legible regardless of weather for years to come. If you want to change these markings simply erase with an ordinary pencil eraser and write the new information. Will not heave out of the ground. They are an inconspicuous color and when pushed down into the soil, only the actual marking area shows. These Labels will not interfere with your garden plants in any way, but on the contrary will make it easier to remember those illusive names that are such fun to know.

ORDER THE SIZE AND STYLE YOU WANT

BORDER LABEL, length 5", 2" marking space	25	100
	\$2.40	\$9.25
ROCK-GARDEN LABEL, length 4", marking space 1 3/4" wide	2.00	7.90
SHOW GARDEN LABEL, length 7", marking space 2 1/8" wide	2.90	11.25
TIE-ON LABEL, length 3 1/2", width 3/4" with wire for fastening to plant	3.60	
POT LABEL, length 4", width 3/4" at wide end	3.00	

Tie-On and Pot Labels packed 100 per box

Ideal for Spraying



HARCO SPRAYER

(Above)

A simple, easy-to-use, efficient Sprayer! Long hose and extension rod reach under side of foliage and far sides of plants. Pumps easily with one hand as you spray. Complete with pump, jar, hose, rod and nozzle.

\$2.35 each



GARDEN DUSTER (Above)

An excellent Duster that has proved itself superior after extensive tests. Unique patented features and rugged construction make this ideal for those who prefer dusting. Convenient, too, because you can leave the Duster filled and ready to use. . . . simply pick it up and use it whenever necessary. No mixing, no solutions. This Duster should last a lifetime.

\$1.65 each

HAN-D SPRAYER (Left)

The ideal Sprayer for the small garden! Easy-to-use, clean and efficient, yet sturdy and economical. Holds a quart of solution. Metal parts for long life; brass and copper spray rod and nozzle. Easy to clean. Simply pump with one hand while you direct the spray nozzle under and behind your rose plants . . . enveloping all the foliage in a mist of spray solution. Do this once every 10 days, and immediately after each rain. Your garden will be cleaner and healthier than ever before . . . yet with little effort on your part. Shipped complete, ready to use.

\$2.95 each



WATER WAND (Above)

A practical irrigating tool that makes watering a pleasure. Weighs just 1 lb., 52 in. long. Directs a gentle flow of water—of full pipe volume—underneath foliage and to back of flowerbeds, to soak deep around roots. No splashing. Does not wash top soil nor uncover roots. The Water Wand delivers a generous flow of water to any part of the garden. Excellent for small gardens where space is limited or for large ones where it ordinarily takes a long time to water thoroughly.

\$3.00 each



SOIL SOAKER (Above)

Like all-night rain, the water seeps through the pores of the treated, mildew-resistant, self-cleaning canvas hose over its entire 18-ft. length—no spray, no wash, no waste, no wetting leaves of plants. Connect to hose, turn on water, let it go! Fine for lawns, too. The slow seepage of water permits deep, thorough watering over a large area.

\$1.90 each.

FLORALIFE

You might as well have several extra days of life for the Modern Roses and Perennial Flowers you cut for bouquets and arrangements—also those that come from the florists. Floralife helps keep their beauty days longer—and you do not have to change the water at all!

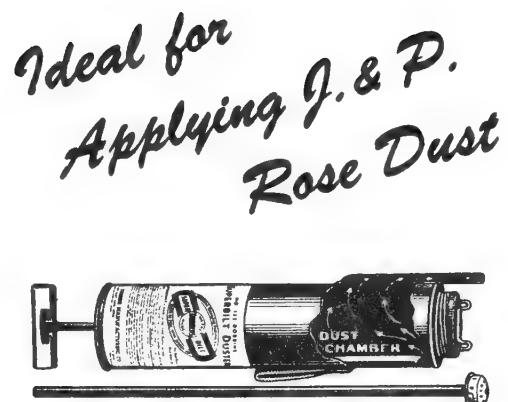
1 Packet Treats 2 Quarts of Water

The Gift Box 30-qt. Can

Only \$1
SAVE 50c

(Contains 15 10c pkts.)

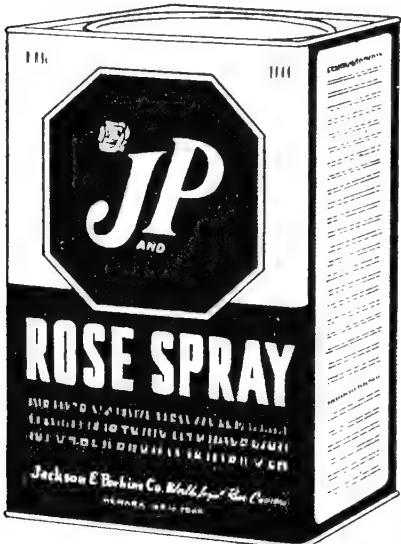
Enough Floralife
to make 30 qts. of
solution \$1 Post-
paid



Rose Dust

Effective—Easy-to-use NEW J. & P. PESTICIDES

Sold Only by Jackson & Perkins Co.



J. & P. Rose Spray and Rose Dust comes to you in a sturdy, easy-to-use canister containing complete instructions for use on roses and other garden flowers.

FOLLOW SIMPLE DIRECTIONS, HAVE HEALTHIER, MORE BEAUTIFUL ROSES

It's easy to keep your rose plants green and healthy all season if you give them the simple care we recommend. Adopt a regular systematic schedule for spraying or dusting, and you can be certain that no insects or plant diseases will do any serious damage.

The important thing is to use the *right* pesticide and to use it at the *right* time. Regardless of whether you spray or dust . . . either method is very effective . . . apply your J. & P. pesticide once a week for about a month while the first leaves are developing. During the blooming period or until hot dry summer months, spray or dust about every 10 days or 2 weeks. During the extremely hot summer months, once every 2 weeks is enough and during hot weather do not apply spray during the particularly hot mid-day.

It is very important that you always spray or dust your roses within 24 hours after any rain. Black-spot spreads rapidly when the foliage on your plants is wet and spraying after a rain is important to prevent black-spot from becoming serious.

In spraying and dusting, it is better to apply a thin or a light coating of pesticide once a week instead of a very heavy application once every 3 or 4 weeks.

Try either the new J. & P. Rose Dust or Rose Spray this season. Use it regularly as recommended and most of your worries about insect pests and plant diseases will be at an end.

These products are equally helpful for other garden flowers. Use the same as directed for roses and your entire garden can be perfect.

J. & P. ROSE SPRAY

All the safeguards your roses need in one safe, easy-to-apply solution! If you prefer a liquid spray, this is the best rose pesticide available, according to our Plant Research Dept. Contains Fermate, Aerosol Grade D.D.T., sulphur and other essential materials . . . insures better protection for your plants. Use J. & P. Rose Spray within 24 hours after each rain; every 10 days in dry weather. Black-spot, mildew, rose chafers, aphids and other common rose ills will not bother you. Also a deterrent to Japanese Beetles. We want you to enjoy your roses to the fullest degree; here is our recommendation for a complete Rose Spray that will give you good results.

4 ozs. Enough to treat 24 plants for a whole season **\$1.35**

1 lb. Enough to treat 100 plants for a whole season **4.50**

5 lbs. Enough to treat 500 plants for a whole season **16.00**

(Shipped to you postage prepaid)

J. & P. ROSE DUST

The ideal material for those who prefer a pesticide in dry, powder form. No mixing; no solutions. Simply dust your roses lightly within 24 hours after every rain, or every 10 days in dry weather. This amazing, new preparation will keep the bushes clean and healthy throughout the entire season. Chewing insects, sucking insects and plant diseases need no longer bother you. Also a deterrent to Japanese Beetles. After extensive tests by our Research Department, this Rose Dust proved superior to any other available. Contains Fermate, Aerosol Grade D.D.T., rotenone and other essential ingredients. We recommend it heartily as the best way to control insects and diseases on your roses and other garden flowers.

1 lb. Enough to treat 6 plants for a whole season **\$1.10**

4 lbs. Enough to treat 24 plants for a whole season **4.00**

24 lbs. Enough to treat 150 plants for a whole season **22.50**

(1 and 4 lbs. shipped postage prepaid)

ALSO

J. & P. ROSE FOOD

Happy, healthy roses require a liberal supply of the right fertilizer. J. & P. Rose Food is **RIGHT** in every way; will keep your roses growing luxuriantly all season. Partially inorganic . . . it is a quick stimulant and also provides slowly available nourishment. If properly fed, your roses will convert plant food into more beautiful, healthier blossoms and foliage. A small quantity of J. & P. Rose Food will accomplish wonders for you . . .

very economical and no danger of overfeeding. Two tablespoonfuls per plant 3 times each season will keep your roses growing luxuriantly. Equally good for annuals, perennials and all other garden flowers. Order your supply now and see the results in your garden next summer. Full directions with each order.

5 lbs. Enough to feed 24 plants for a season **95c**

10 lbs. Enough to feed 48 plants for a season **\$1.75**

25 lbs. Enough to feed 150 plants for a season **\$3.50**

100 lbs. Use freely for the entire flower garden **9.60**

(5 and 10-lb. packages shipped prepaid)

World's Largest
Rose Growers

Jackson & Perkins Co.

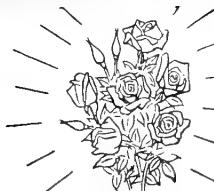
NEWARK
NEW YORK

ON THIS
PAGE:

Roses for Special Purposes

A FEW UNUSUAL TYPES THAT WILL MAKE YOUR GARDEN MORE ATTRACTIVE

Miniature Roses



Something unusual, which will make your garden intriguing and give you many hours of personal satisfaction. All who visit your garden will admire these dainty plants with perfect miniature blooms.

Rosedom's most intimate flower . . . a thimble or tiny vial will hold a bouquet of 6 or more. Petite little buds, smaller than a baby's finger-tip, open to exquisitely modeled blooms, irresistible on the tiny plants and in miniature bouquets. Plant them liberally in a row around your beds of Hybrid Tea or Floribunda Roses, or as an edging in front of other plants.

They are utterly charming in niches in the rock garden, by the doorstep, or in some choice small spot along a path or border. In a window-box they create the effect of a Rose garden in miniature. In the fall, the plants may be taken up and potted to bloom indoors. Free-flowering May till Nov.; grow in any soil. Cover in cold winters, but otherwise they demand no special attention.

... THE SMALLEST OF ALL

ROSA ROULETTI (Right)

Perfect little double ros-pink flowers like picture. The entire 4 to 6-in. plant is just as dainty as the Roses themselves. Use them for borders, rock gardens, or paths. Very attractive for small flower arrangements in the home. The little Swiss Rose that was lost for many years; now treasured in American gardens.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75



Rosa Rouletti

OAKINGTON RUBY

(Not illustrated)

Deep carmine buds open rich ruby-crimson. Fully double flowers smaller than 1 in., even full open. Similar to picture above, much deeper in color. Plant less than 12 in. tall. Award of Merit, R.H.S. Plant this spring.

\$1.00 each; 3 for \$2.50;
12 for \$10.00; 25 for \$18.75

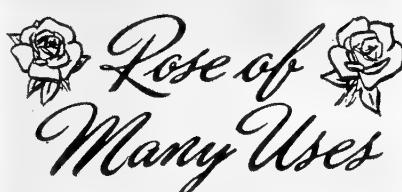


FRAU KARL DRUSCHKI (Left, below)

One of the purest white Roses, Frau Karl Druschki is a lasting delight if planted in low shrub borders or otherwise used as a flowering bush of medium size. Splendid for mass plantings; makes a beautiful informal hedge. Also good for planting in your Rose garden among Hybrid Teas. Very double, very large flower; lasts for a long time. Good stems, excellent for cutting. Noted

for its extreme toughness and vigor, it is excellent when used in place of a shrub. Frau Karl blooms heavily in June and continues intermittently all summer. Use as a pillar or train in espalier form against buildings, fences, etc., provided it is protected against the upper branches freezing in zero winter weather.

\$1.00 each; 3 for \$2.50; 12 for \$10.00



Frau Karl Druschki



Trailing Roses

MAX GRAF (Not illustrated) Excellent for covering steep banks and other difficult positions. Tough, needs little sunshine. Clear pink flowers in June and July.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$20.00

WICHURAIANA (Below)

An effective cover-all for banks and other bare and unsightly places. Spreads rapidly, rooting wherever it touches soil. Effective along the top of retaining walls. Extremely hardy. Fragrant, starry white flower clusters. Bright red berries later in the season. Cover up ugly bare places by planting Wichuraianas 2 ft. apart; they will soon form a dense solid trailing mass.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$20.00



Climbing Roses...

Improved Varieties, Guaranteed
to Live and Bloom



© J. & P. CO.

You don't need any special "knack" to grow Climbers just like this right in your own garden! This particular plant is growing near the entrance of a home here in Newark, and each year it becomes more and more beautiful as the bush becomes larger. Note how the rich foliage softens the lines of the building; how the clusters of red Roses stand out in contrast to the white pillar! After you look at the above illustration, go out into your own garden and make a list of the many places where you might plant J. & P. Climbers. Get them started in your garden this Spring.

BLAZE

(Plant Patent No. 10)

Most Popular of All Climbing Roses

Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze! Most popular of all Everblooming Climbers. The popularity of Blaze increases year by year, and we are each year experiencing a great demand for this exciting Climber by the many who would see it growing in their gardens.

Introduced by J. & P. over a decade ago, these are the brilliant attractive double, red Climbing Roses one sees blooming all over America. You'll be thrilled with the exceedingly generous display of blooms in June, and each succeeding year will increase your devotion as the plants become firmly established and the sturdy canes of "old wood" bring the everblooming characteristic to the fore. You knew the older June-blooming counterpart variety as Paul's Scarlet Climber.

One of the finest Climbers for planting in any spot where this type of Rose is desired. It requires no special attention, but grows luxuriantly with a magnificent display of flowers. A good investment for your garden.

Blaze kindles the warmth of welcome that your home extends as guests approach. In this picture showing the entrance of a home here in the Rose Capital of America, its brilliant pillar of glowing red is in complete harmony with the porch.

Blooms...large clusters of many 2- to 3-in., cup-shaped flowers cover plant. The blazing scarlet color holds well, even in full sun.

Uses...train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.

Prolific...masses of vivid scarlet for a long period in springtime. Intermittent flowers all season. (Note: Pluck only actual flowers when trimming after blooming, as new bloom-shoots grow from first eye below the flower cluster.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

PAUL'S SCARLET (Not Illustrated)

Until the advent of Blaze, its everblooming counterpart, this was the most-admired red Climbing Rose. Many still want it for the great profusion of large, well-shaped, vivid scarlet-red flowers in large open clusters that can be cut freely with long stems during June.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

JACKSON & PERKINS CO.

World's Largest Rose Growers

ONLY ONE GRADE... *The Finest*

AVAILABLE ONLY IN LIMITED QUANTITIES

CLIMBING CRIMSON GLORY (Pl. Pat. No. 736.) Imagine this magnificent Rose in the form of a Climber! The rich crimson color, the fascinating fragrance, the perfectly formed blooms and all the vigor and profusion that make this Rose outstanding in its Hybrid Tea form have been captured in this amazing Climber. Large, high-centered crimson Roses on strong stems cover the plant for a long period. Perfect Hybrid Teas in a breath-taking cascade. In northern areas where sub-zero temperatures occur, Climbing Crimson Glory should have some winter protection or should be planted in a sheltered location to minimize the danger of winter injury. We are proud to be able to offer this remarkable Climber to our many customers and friends.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

CLIMBING WORLD'S FAIR (Pl. Pat. No. 546). Deep scarlet, double blooms rich as royal velvet made World's Fair Floribunda the official Rose of the Fair and destined it for generations of popularity in American gardens. Now this famous Rose is available as a hardy Everblooming Climber. Blooms in generous clusters of deep red buds that open into rich velvety flowers. Enchantingly fragrant. Grows 8 to 10 ft. tall. Treat yourself to a plant of Climbing World's Fair for any one of those bare places in the garden where you would like to see an added touch of bright cherry-red next year. The velvety flowers against the sheet of luxuriant green foliage stand out dramatically, lending the plant a charm and beauty all its own. For the absolute peak in a stunning mass effect, plant World's Fair Climber with several plants of the same variety in Floribunda form at the base of it.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

DR. W. VAN FLEET. Forebear of exquisite New Dawn. The large, pale pink, fragrant, Hybrid-Tea-like flowers are borne on fine long stems, ideal for cutting. Many would not be without Dr. W. Van Fleet for the literally hundreds of lovely Roses on even a single plant—countless bouquets from the smallest city lot, and a wonderful garden display at the same time. Profusion of bloom in June. Vigorous, hardy. Grows 12 to 15 ft.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

NEW DAWN (Pl. Pat. No. 1.) One of the hardiest Everblooming Climbing Roses known. New Dawn has the invaluable habit of repeating its perfect Hybrid-Tea-like blooms intermittently all season. Have glorious Roses with the precious pink of apple blossoms and a delicate appealing old-Rose fragrance, in profusion on a plant that is easy to grow, requires little care and takes little ground. Have hundreds of blooms even in limited space!

The trim, perfectly formed, pointed buds are most artistic in their appeal, superb for use in bouquets and arrangements. They have fine long stems. The foliage is wondrously glossy, remarkably disease-resistant, and retains its attractive, decorative appearance all season. The sturdy canes grow rapidly; even one plant can make a gorgeous display on trellis, arbor or fence. The plants flourish in almost any good garden soil and are lavish with lovely blooms.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

**Dr. J. H.
Nicolas**



DR. J. H. NICOLAS (Plant Patent No. 457)

For intermediate height, glorious color and good coverage, select this superb Climbing Rose. The deep rose-pink blooms against the rich dark green foliage are a magnificent sight on post or pillar. This climber produces a wealth of blooms from summer through the fall. The unusually fragrant flowers permeate the air with sweet Rose perfume wherever it's planted. Each bloom is double, composed of 50 to 60 petals, and measuring 5 to 6 in. across. This race of everblooming Climbing Roses with Hybrid-Tea-like blooms represents Dr. Nicolas' triumph of hybridization, which he left for posterity to see.

Everblooming...a galaxy of bloom repeats all summer and fall.

Fragrance...rich, lovely and enduring.

Hardiness...extremely hardy in all sections of the country.

Pillar...very vigorous. 8 to 10 ft. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

DOUBLOONS (Left)

(Plant Patent No. 152)

Doubloons—the golden treasure of old pirate days—were buried deep on fabled islands far away. But Doubloons—the golden beauties from nature's treasure chest—planted in a lovely garden live, climb, bloom, and bring happiness to everyone. This is the yellow Climbing Rose on which you can depend for quick results and for real height.

There are three important reasons that Doubloons is the best all-purpose yellow Climber. Its flowers are magnificent, it blooms profusely for a long time, and it is unusually hardy and vigorous. The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms this year. Its magnificent flowers are borne in great profusion for a long period. Hardy, vigorous . . . will make your garden "glow" anew.

Blooms...large, golden flowers in delightful clusters.

Growth...vigorous, healthy; long, heavy canes.

Fragrance...spicy, clean.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

©
J. & P. CO.

Doubloons





Climbing Summer Snow

Have you taken full advantage of the beauty of climbers in your garden? No other plant lends itself to such a wide variety of uses. There is a climber suitable for any spot where you want an additional mass of color, fragrance, and rich foliage. Draped over fences, trellises, or against buildings and stone walls, climbers transform unsightly places into beauty spots. Throughout the garden, they can be trained on posts to make a gorgeous pillar of rich blooms like those illustrated.

GOLDEN CLIMBER (Right)

(Plant Patent No. 28)

Many features give Golden Climber its deserved popularity. The interesting shape of the flowers is unusual because the outer petals flare wide while the center petals are still drawn together in perfect form. A mass of these blooms gives the impression of enormous, golden moths fluttering in the sun.

One of those gay splashes of color that make you go back again and again to admire and praise. Its coloring is superb—the buds, flecked with orange-scarlet, burst into handsome, rich golden yellow, Hybrid-Tea-like blooms. The large unusual form and the rich, sparkling color make Golden Climber outstanding.

Plant several of these beauties where they can reign in eye-filling splendor. Long stems, 18 in. and more,

Climbing

SUMMER SNOW (Left)

(Plant Patent No. 400)

The fairest white climber and also one of the most free-blooming. Throughout July, August, September and October, Summer Snow continues to bloom generously. Wherever this enchanting Rose is planted, it quickly fills out to illuminate the scene with clusters of pure white, loosely double flowers which almost completely cover the plant, like mountains of snow. The attractive white blooms are repeated all through the summer and fall—often they are the last flowers in our garden when killing frosts come.

The glistening, double blooms are 2 in. across, effectively set off with golden stamens when full open, adding to the charm of their large clusters in bouquets and arrangements. Its masses of fragrant white blooms are glorious in the evening, entrancing in moonlight.

The hardy, vigorous plants require little care, and fill out rapidly, growing 8 to 10 ft. tall. The picture shows only a part of the plant in our garden. Climbing Summer Snow is an unsurpassed white background before which you can display lovely color combinations with plantings of Floribunda Roses or perennials.

Flowers . . . large generous clusters. Clear sparkling white. Loosely double 2-in. flowers; golden yellow stamens.

Persistent. June bloom like a mountain of snow; intermittent all summer.

Fragrance. . dainty, clean, refreshing.

Type. . . . excellent Pillar Rose, 8 to 10 ft. tall. Very hardy. Vigorous. Fills in well and covers a fine area on trellis or fence, but not overrunning. Very few thorns.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



© J. & P. CO.

especially adapted for cutting. Glossy leaves. Definitely hardy; needs to become established before blooming heavily, but will reward you handsomely after the first season. Train the canes horizontally on a low trellis or rails for most prolific bloom, where they will have full sun, and you will be rewarded with a truly glorious display.

Buds . . . long, gracefully shaded, golden yellow.

Blooms . . . unique in form, delicate fragrance.

Stems . . . 18 in. or longer, fine for cutting. Very few thorns.

Foliage . . . fairly heavy, fine color, glossy and rich.

Lasting . . . long blooming period.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Golden Climber

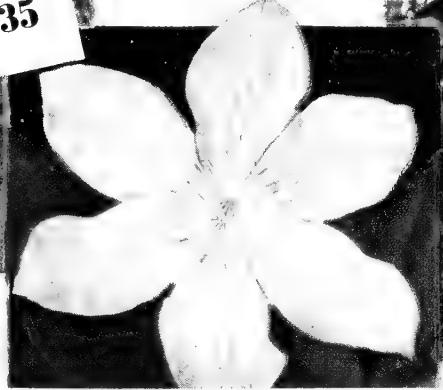
ONLY ONE GRADE . . . The Finest

Giant Clematis

**REGAL, DISTINCTIVE
EXOTIC AS ORCHIDS**

Breath-taking beauty on trellis or porch. Next to the rose, the most beautiful of all climbing plants. While the intense colors and delicate forms seem almost tropical in their glory, the plants withstand sub-zero temperatures, just by hilling in fall. Easy, rapid-growing, disease-resistant. The enchanting blooms grow from 4 to 8 in. or more across, continuously for 6 to 8 weeks from July and again in fall. Striking in flower arrangements. Strong 2-yr. own-root plants, postpaid.

Lanuginosa
Candida



Jackmani

Red
Jackmani



GROUP #128
Red, White, and Blue
3 Clematis that will make a
spectacular patriotic display
on fence, trellis or arbor.
Red Jackmani, Jackmani,
Lanuginosa candida
3 PLANTS \$3.35
1 of each (Value \$4.00)

JACKMANI

Large, velvety violet-purple flowers that have made Clematis so popular. Blooms in profusion all summer and early fall. Noted for great vigor, often 10 ft. high.

\$1.25 each; 3 for \$3.25

LANUGINOSA CANDIDA

Lovely pure white waxy flowers, beautiful always, entrancing in moonlight. One of newest hybrids, 10 to 12 ft. high.

\$1.25 each; 3 for \$3.25

RED JACKMANI, RUBRA

Vigorous and free-blooming as the purple Jackmani, with large flowers in a grand shade of bright red that makes a wonderful display. Rapid-growing, 10 to 15 ft. in height.

\$1.50 each; 3 for \$4.00

SILVER LACE VINE

(Not illustrated)

Polygonum Auberti. Dense foliage; foamy sprays of white flowers all summer, fall. One of the best vines where you want a mass of flowers and foliage quickly. Field-grown plants. 60c each; 3 for \$1.50

Tree Wisteria EXOTIC, COLORFUL, HARDY!

Enjoy the sheer beauty of the Tree Wisteria in May. Hundreds of breath-taking flowers up to 36 in. long hang in a mass of glory from the broad crown held on the 4-ft. stem. These are the Floribunda or Free-Flowering Wisterias. Larger flower clusters than the common type.

Tree Wisteria Will Look Like This in Your Garden

All J. & P. plants are grafted stock and have flowered in the nursery prior to the time we dig them. They will produce an unlimited wealth of extra long flower sprays but should have full sun and a rich soil. *Never fertilize during the spring or summer, because this encourages all foliage and few flowers.* Any one of these superb varieties will be magnificent in your garden!

WISTERIA FLORIBUNDA ISSAI. A clear deep purple, borne in unusual profusion. Most popular for its splendid color and free blooming. Issai is considerably deeper in color than the common Wisteria and makes a handsome show with its masses of flowers.

W. FL. LONGISSIMA. This is a lavender-blue color which is lovely in itself but Longissima is also especially noted for its unusually long flowers. A single cluster of 4 ft. is not uncommon, and old, well-established plants may produce flowers even longer than this. The pale lavender-blue color is a delightful shade in any garden.

W. FL. ROSEA. Warm pink of a delightful hue, which is unusual in any flower but especially so in a Wisteria. Very generous flower clusters that are profusely borne. A Tree Wisteria is unusual but in this pink it is practically rare.

W. FL. ROYAL PURPLE. Very brilliant, large clusters of rich royal purple, making a striking impression during May when these exotic plants are in bloom. The dark color is brilliant and dancing as the sun plays on the long swaying flowers.

W. FL. VIOLACEA PLENA. This is the only double Wisteria grown in this country and its gorgeous flowers are the darkest color of any of the varieties offered. In looking at this plant, one gets the impression of long clusters of rich purple violets.

\$7.50 each; 3 for \$18.00. Guaranteed to Live and Bloom.



Only
\$7.50
Each



© J. & P. CO.

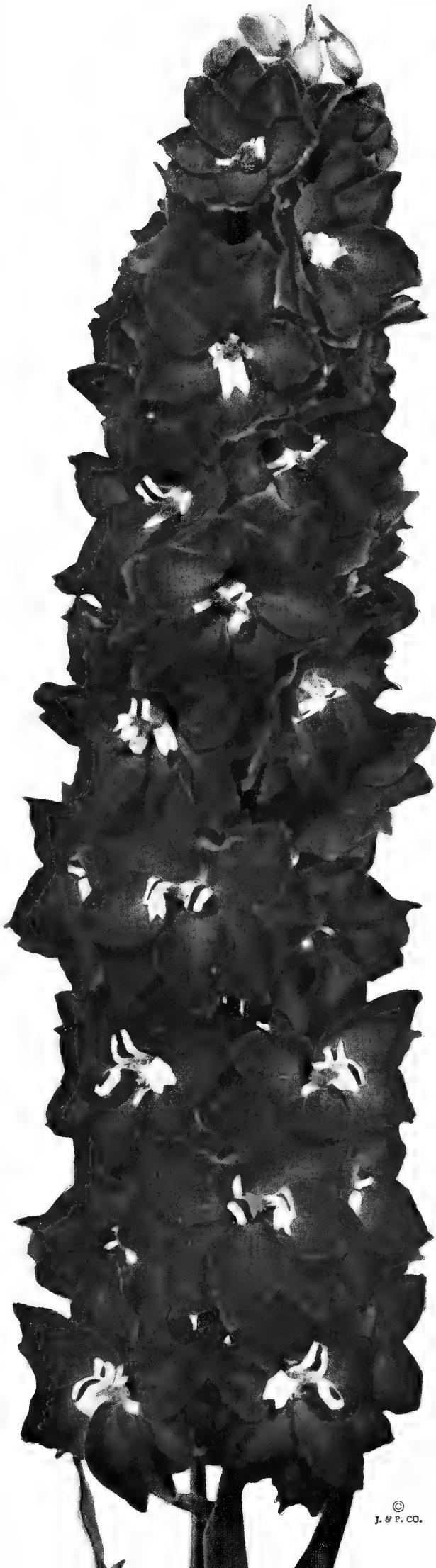
VINE WISTERIA

A rampant climber! Gorgeous colors on hardy, free-flowering vines.

**Any of the varieties listed at left
available also in vine form.**

Only \$2.50 each; 3 for \$6.25

Delphinium, Glorious



Five Outstanding

OUTSTANDING VARIETIES THAT WILL MAKE YOUR GARDEN THE ENVY OF YOUR NEIGHBORHOOD

DELPHINIUM, Glorious (Left)

**A Boisterous Royal Purple With a Lovely Velvety Sheen.
One of the Delphiniums Pictured in Life Magazine.**

A breath-taking color, strong yet pleasing, by far the darkest and richest of all Delphiniums. In the light of the early summer evenings, this purple gives the effect of a deep rich maroon.

Developed in our Research Department, this new color was reached by the infusion of the blood of the wild red Delphinium, without having affected the excellent plant and the flowering habits of the Northern New York strain.

The long beautiful spikes are all-out-at-once in blooming, no shattering until the last buds are fully open. The stems are wiry and strong. The plant repeats quickly with its colorful blooms. It grows about 4 to 4½ ft. tall.

Plant Glorious in a prominent place in your garden. You will want it to show your friends and to enjoy yourself. Plant it with your Delphinium, Pink Sensation for novelty and striking effect and with the other Northern New York Delphiniums for the best display of Delphiniums available. A truly glorious flower and plant and one fitting for the gardens of America.

\$1.00 each; 3 for \$2.50; 6 for \$5.00; 12 for \$10.00; 25 for \$18.75

*See pages 32-33
for the Northern New York Delphiniums*

WHITE BLEEDING-HEART (Below)

Dicentra formosa, Sweetheart

This lovely, delicate plant well deserves a place in every garden. It blooms heavily in the spring and continues to produce flowers all during the summer and fall. Few other perennials have such a marvelous period of bloom. The shape of the pure white flowers is similar to the old-fashioned Bleeding-heart, but they are a little smaller in size and far more delicate in appearance.

Said by many to have the handsomest foliage of any garden flower. The light green, silvery leaves are almost transparent; they are especially neat, particularly graceful and fern-like with many deep indentations. Related to some of our daintiest but hardy woodland flowers, White Bleeding-heart grows luxuriantly in any reasonably good garden soil but prefers a continuous supply of moisture and slight shade. Splendid for planting in the foreground of perennial borders and rock-gardens because it grows only 9 to 12 in. high. Plant generously with Viola Purple Heart, as in illustration below. This is a very unusual plant which we are proud to be able to offer to our many good friends and customers.

\$1.00 each; 3 for \$2.50; 6 for \$5.00; 12 for \$10.00

White Bleeding-heart

© J. & P. CO.



Perennials

FOR YOUR 1948 GARDEN

DELPHINIUM,

Pink Sensation (Right)

The only true pink perennial Delphinium in existence!

Possesses all the strength, hardiness, and prolific growth of its modern contemporaries in the accustomed colors. Also outstanding for its repeated blooms, giving as many as four crops in a season, is a constant show of color in your garden. Reaches a height of 3½ feet with many laterals continuously throwing out new spikes of a lovely, airy pink. At last, the color of the wild red Delphinium has been infused into a garden hybrid. The sensational achievement of the great horticulturalist, Dr. Ruis of Holland, introduced to American gardeners by Jackson & Perkins. Pink Sensation is probably the most unusual perennial available in America today. Has all the charm and beauty of the widely loved blue and white forms plus the dramatic and beautiful clear pink color. **\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15**

CHRISTMAS ROSE (Below, Right)

(*Helleborus niger altifolius*)

Roses in winter! Not real roses, of course, but the rare Christmas Rose. Actually blooms with the snows of late fall, at Christmas-time and right up until spring. This variety (*H. niger altifolius*) is much superior to the common *H. niger*. Grown from divisions of flowering plants, it will bloom for you next fall. Even when there is snow on the ground, it takes only a couple of mild days for this miraculous plant to produce its glacier-white blooms.

The lovely flowers are 2 to 3 in. across, with a lively yellow center. The luxuriant leathery foliage literally hugs the ground. The flower clusters are on 6- to 8-in. stems.

\$1.50 each; 3 for \$3.75; 6 for \$7.50; 12 for \$15.00

CARNATION, IRENE (Below)

***Dianthus caryophyllus* (Plant Patent No. 747)**

THE MOST FRAGRANT OF ALL GARDEN PINKS

The fragrance of Irene is one of its outstanding qualities . . . literally drenches the garden with old-fashioned, clove-scented fragrance unequaled by any other garden Pink. Flowers themselves are produced continuously, the new buds opening as the old ones finish. One 8-in. plant in our garden had over 60 flowers last spring. Irene is an exquisite shade of pink, bearing 2- to 2½-in., very double flowers, averaging about 60 petals each. The sturdy stems are 12 to 15 in. long, and the plant makes a solid mound of color in the garden. A sport of England's top-favorite white Carnation, Mrs. Sinkins, this new and unusually free-flowering Carnation was found by Mrs. Rene Hague in her garden in Toronto, Canada.

This delightful Pink will give you as much enjoyment as any other perennial because of its unusually heavy fragrance, its amazing number of flowers and easy culture.

\$1.00 each; 3 for \$2.50; 6 for \$5.00; 12 for \$10.00

Carnation, Irene

© J. & P. CO.



JACKSON & PERKINS CO.

World's Largest Rose Growers



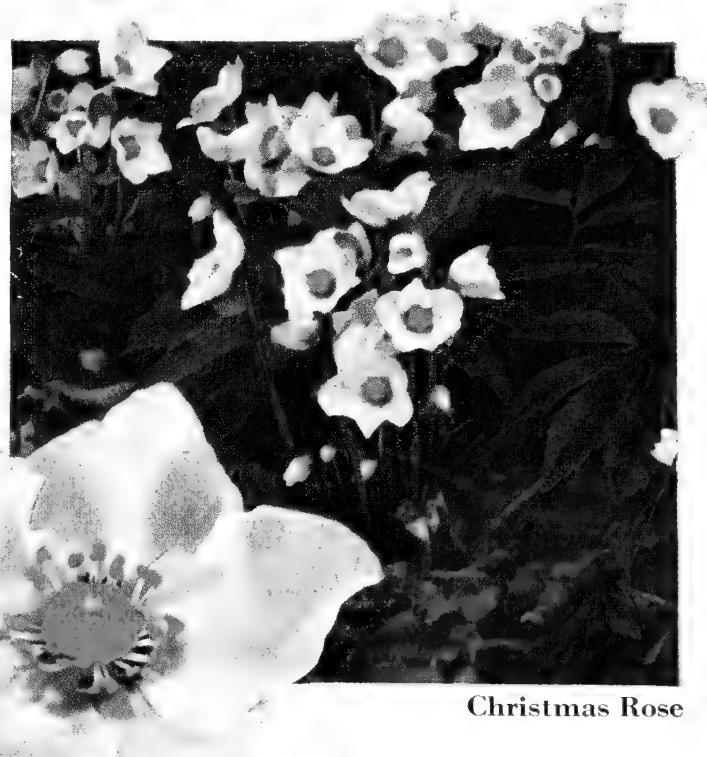
Delphinium, Pink Sensation

© J. & P. CO.

**GROUP #138
DELPHINIUM GROUP**
The Most Unusual and Beautiful Varieties
Ever Known!

1 Pink Sensation (Above)
1 Glorious (p. 30)
1 Dauntless (p. 43)
1 Enchantment (p. 33)

**4 PLANTS—1 of each \$3.35
(Value \$4.00)**



Christmas Rose

Divine

Freedom

Delightful

J. & P. Hybrid

THE DELPHINIUMS YOU SAW PICTURED IN LIFE MAGAZINE

Handsome, stately, flowering spikes, each one a picture, produced four or five to a plant in spring and again in late summer. Large all-out-at-once blooms, the first flowers stay perfectly and do not shatter until the last buds open. Excellent for their breath-taking beauty as garden decorations. Perfectly hardy and will give you these gorgeous blooms year after year.

An Improved Race

For years we have striven to develop and improve a race of large-flowered, double Delphiniums, which was uniform, hardy and long-lived in growth, with wiry wind-resistant stems and all-out-at-once flowers.

This Northern New York strain reaches these ideals and still has kept all the exquisite grace and charm of Delphiniums at their best. It can be used as an accent with its stately spires of color or as a major garden theme. Plant them in threes, fives or dozens for dramatic color effects.

These plants do well in almost all parts of the country. For the very difficult areas, we recommend a shovelful of soft coal cinders placed directly on the crown of each plant shortly after planting.

If your garden does not contain some of these Delphiniums, order them now for no garden is complete without a large representation of this very popular perennial.

BE SURE TO SEE THE
New J. & P. Delphinium
PAGES 30, 31 AND 43

THE THREE ON THIS PAGE:

DIVINE

Rose-Mauve. Lovely lavender warmed by faint rose cast; wide-based pyramidal spikes; vigorous growth. A soft art shade that wins its way into any garden. Each large floret blends its tones as if tinted in water color. Outstanding when used in groups. 5 to 5½ ft. of warm loveliness.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

FREEDOM

White, with black-and-white "bees." Will "pep up" any garden. This variety is in great demand because it is an excellent color to accent a perennial border. Stunning in bouquets. 4½ to 5 ft. tall. A striking effect when planted in groups or in combination with other J. & P. Delphinium hybrids.

85c each; 3 for \$2.25; 6 for \$4.25; 25 for \$15.65

DELIGHTFUL

Deep blue. The rare, real all-blue, in the darker shades so hard to get. Particularly effective because it is so good in combination with other colors. Glorious background for lower growing flowers. Lends interesting depth to the garden. Very popular. 5 ft. tall. This is what you have in mind when you speak of dark, rich "Delphinium Blue." It is a glorious color.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

JACKSON & PERKINS CO.

World's Largest Rose Growers

Delphiniums

NORTHERN NEW YORK STRAIN

Easy to Grow

Grow these lovely giants in your own garden with no more effort than you have previously spent on other types. Thrill to these dramatic spikes in June and July, again in the fall.

A new milestone in Delphinium achievement, hybridized by our own Dept. of Plant Research, these amazing new hybrids are hardy, disease-resistant, uniform. They will come up year in and year out, producing lovely flowers just like these pictures.

The Four on This Page:

DESIRABLE

Deep Violet. Truly distinct in its velvety violet-purple florets strikingly accented with white "bees" or eyes—on upright, well-balanced, wiry-stemmed, spikes 4½ ft. The color holds. Really dramatic, both in the garden and in bouquets.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

DEBUTANTE

White. Clean, sparkling tall spires, dramatic in a white garden, with other colors, or by itself. The chaste white double florets are closely set on the trim spikes, adding to their fine accent effect. Cool and refreshing. 4 ft. tall.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

ENCHANTMENT

Light Blue. True Delphinium-blue, with white eyes—the hybridists' dream! A perfect double Delphinium with superb masses of bloom on all-out-at-once spikes. 4 ft. tall. Adds life and great interest to any garden. Striking in a white vase.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

GAYETY

Pink-Lavender. Outer petals blue. Lovely cupped florets from its forebear Lady Eleanor, England's favorite; spike habit and hardiness from its J. & P. ancestry. Side shoots prolong bloom several weeks. Unique color display! 5 ft.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

Debutante

Desirable

Enchantment

Gayety



LAVENDER AND
WHITE
2 each, DIVINE and DEBUTANTE
GROUP #158
4 PLANTS \$2.40
(Value \$3.00) for...

WHITE, BLUE, AND
VIOLET
3 each, DEBUTANTE, ENCHANT-
MENT and DESIRABLE
GROUP #168
9 PLANTS \$5.60
(Value \$6.75) for...

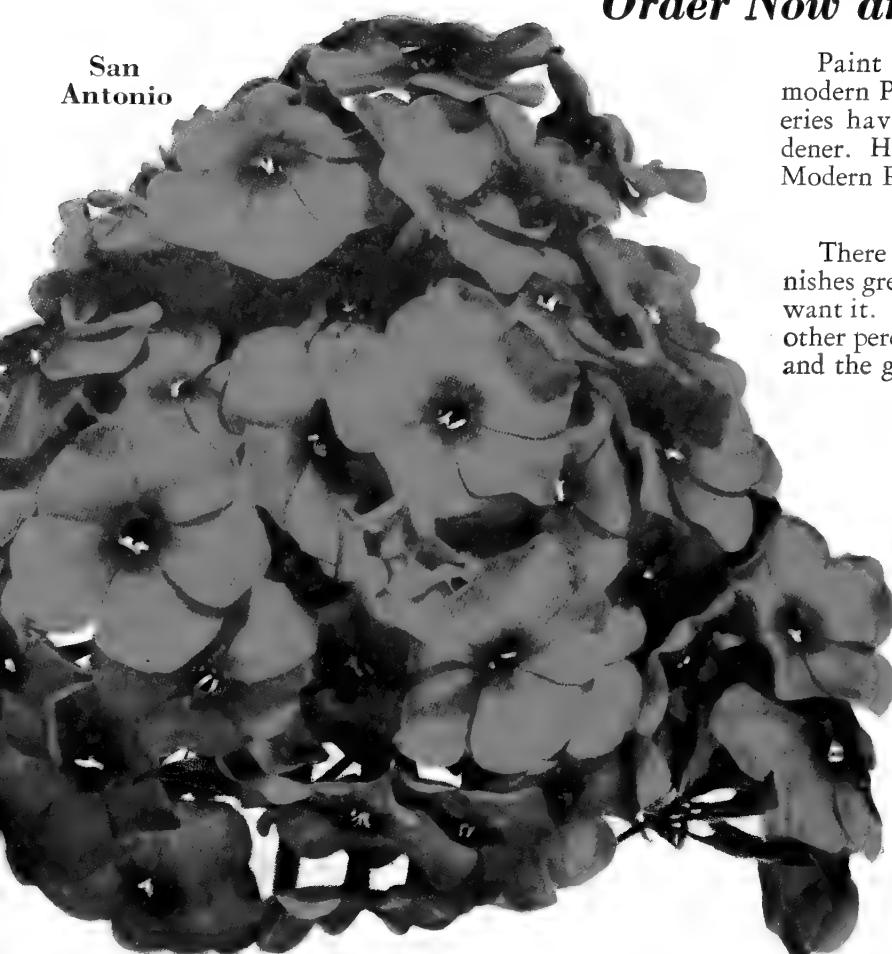
NEWARK, NEW YORK
The Rose Capital of America

Plant Modern Phlox

FOR MIDSUMMER GARDEN GLORY

Order Now and See Them in Your 1948 Garden

San Antonio



SAN ANTONIO (Above)

So regal—so sturdy, commands instant admiration no matter where used. Immense heads of deep, non-fading, blood-red florets are always fine in color. Produced freely in late July and August on vigorous plants 2½ to 3 ft. high, the flowers of San Antonio liven your garden with a striking, dominant color display. Order several plants now and set them out in your garden this spring for a mass of rich, royal red this summer.

65c each; 3 for \$1.75; 6 for \$3.25

CHARLES CURTIS (Right)

A brilliant scintillating color. . . . The brightest red! Profusion of glowing scarlet-red heads on strong, 2½-ft. stems. Robust and sturdy, Charles Curtis retains its unusual glow even under adverse conditions. Marvelous bright color accent to use in combination with other varieties; also an excellent strong color by itself.

75c each; 3 for \$2.00; 6 for \$3.75

AVAILABLE ONLY IN LIMITED QUANTITIES

(Not illustrated)

ANTOINETTE SIX. Pure white. Unusually large heads. Ideal for mass effect. Medium tall. 40c each; 3 for \$1.05; 6 for \$2.00.

MISS LINGARD. Long white spikes with a faint pink shading. Blossoms early and then reblooms. 55c each; 3 for \$1.50; 6 for \$2.75.

PROGRESS. Superb light blue, handsomely set off with deeper purple-blue eyes. 65c each; 3 for \$1.75; 6 for \$3.25.

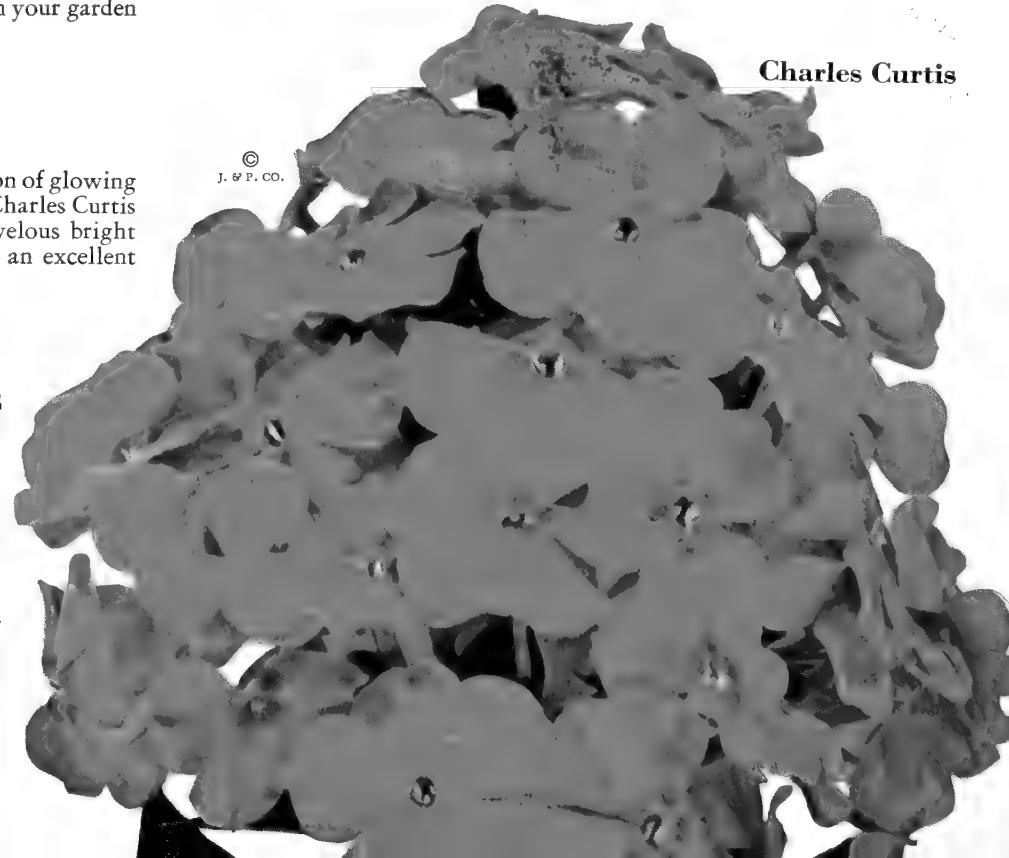
Paint your garden picture with generous strokes, using waves of J. & P. modern Phlox for glorious midsummer effect. Extensive tests in our own nurseries have determined what particular varieties are best for the average gardener. Here we offer outstanding varieties that deserve a place in the Parade of Modern Perennials.

MIDSUMMER COLOR

There is a long period during midsummer when Phlox and Phlox alone furnishes great splashes of color to make your garden as attractive and lovely as you want it. Each of the varieties offered will blossom during the summer when few other perennial flowers are in bloom. Absolutely hardy, they require little care, and the glorious masses of immense flower heads are a rainbow of color.

CLEAR COLORS WILL NOT FADE

It is characteristic of older types of Phlox that they fade to an undesirable magenta color after a year or two. Replace them with vigorous healthy young plants of J. & P. modern types, because with proper care you can keep the original color; plant in rich soil and divide when they become three or four years old.



Charles Curtis

© J. & P. CO.

ALL J. & P. PLANTS GUARANTEED TO LIVE AND BLOOM

FAIRY KING

The loveliest lavender! A romantic shade that brings daintiness to the garden. Striking in bouquets on a mahogany table, radiant in electric light. Rounded, large, and shapely flower-heads. Dark green foliage, unusually disease-resistant. 2 ft. tall.

75c each; 3 for \$2.00; 6 for \$3.75.

MIKADO

The intriguing pattern formed by the large distinct white eyes furnishes an interesting color contrast to the deep violet petals, which make Mikado stand out and contribute a dramatic effect. Large 1½- to 2-in. florets. 18 to 24 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

HARVEST FIRE

A tall-growing Phlox that sets the garden afire with mammoth fiery salmon-orange flower-heads. The large florets are 1½ to 2 in. across. Long bloomer, and the flowers are long-lasting. Bottom-branching. 30 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

APPLE BLOSSOM

One of the loveliest of all the pastel shades, exquisite by itself. A cool refreshing color for hot August days. Soft apple-blossom-pink; 2 to 2½-in. florets. Pyramidal flower-heads; side spikes follow freely. Disease-resistant foliage. 2½ to 3 ft. tall.

55c each; 3 for \$1.50; 6 for \$2.75

SALMON BEAUTY

The large white eye in the gorgeous giant salmon-pink florets makes Salmon Beauty one of the most colorful of all Phlox. The soft, warm tones blend richly with other Phlox colors. Lovely large florets, 1½ to 2 in. 30 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

E. I. FARRINGTON

Large heads of soft salmon-pink bloom with a lighter eye. Very striking in any Phlox planting. Clean and clear in tone, giving a lovely effect when planted in sizable groups. Flower-heads are produced in profusion in midsummer. 2½ to 3 ft. tall.

40c each; 3 for \$1.05; 6 for \$2.00

©
J. & P. CO.



GROUP #188
THE BAKER'S DOZEN
One each of the seven illustrated and 2
lovely white Antoinette Six added for your
good measure.
12 PLANTS **\$5.70**
(Value \$6.85) for only

Right: Harvest Fire
Extreme Right: Salmon Beauty

JACKSON & PERKINS CO.
World's Largest Rose Growers

Bottom Row: Mikado, Apple Blossom



GROUP #208 SIX PHLOX

1 each of the following:

Apple Blossom
E. I. Farrington
Mikado

Charles Curtis
Miss Lingard
Salmon Beauty

6 PLANTS **\$2.80**
(Value \$3.35) for only

YEAR-AFTER-YEAR BEAUTY WITH

Modern

WHAT IS A MODERN PERENNIAL?

YOUR garden can be more beautiful and more satisfying if only the outstanding varieties of perennials are used in it. Here we offer the plants which have shown definite superiority after exhaustive tests by the J. & P. Department of Plant Research. These will make your garden more lovely because they have better color, longer periods of bloom, larger flowers, more fragrance, greater vigor, or other more desirable characteristics than their predecessors, which make these truly "Modern Perennials." Our goal is to select the finest varieties from the thousands of perennials available, and to determine those which will give flower-lovers the greatest degree of satisfaction for the least possible effort. The plants we recommend for your garden will be found on the following pages . . . the best perennials in America pass in review in this truly "Modern Parade."

© J. & P. CO.

Scabiosa,
Blue Lady

SCABIOSA, Blue Lady (Above)

New and indeed exquisite! The first hardy and much-sought-for perennial American Hybrid Scabiosa available in this country in a named plant, true in color, type, and habit—a superb J. & P. introduction. The ray petals of the beautiful 3-in., slightly cupped, azure-blue flowers are perfectly formed and charmingly frilled. The inside florets send out first a dainty pink-tipped stamen and later blue-shaded pistils, soon filling the entire center with the same shade of color as the outer petals—a lovely effect. Plant is an artistic rosette of large leaves. Flowers appear in series on stems 18 to 24 in. tall, and if kept cut, continue in bloom all season, from June through Sept. Long-lasting both in the garden and as cut flowers for the house.

85c each; 3 for \$2.25; 6 for \$4.25

© J. & P. CO.

Pentstemon, Ruby King

PENTSTEMON, Ruby King (Left)

(Plant Patent No. 744)

An outstanding new hybrid Pentstemon. Ruby King is remarkable for its unusually free-blooming, long-lasting flower-spikes of a brilliant color not found in all the varieties. For a continued display of arresting color its 2-in., trumpet-like flowers are unsurpassed.

The sturdy flower-spikes are 18 to 24 in. high and are produced freely even the first year. Eight or ten spikes . . . bubbling over with the rich ruby trumpet flowers held proudly above the bushy plants. Illuminated by the clear white throat and inside of the trumpet, each flower-spike seems to dance in the summer breezes. A single plant in your garden will be every bit as bushy and colorful as the illustration at the left. Imagine what a glorious sight five or six plants like this would be in a group.

The flowers of Ruby King are larger, more free blooming, and more showy than previous hybrids. Its superior qualities are the result of selective breeding and thorough research which now give you a Pentstemon superior to any you ever knew before.

Ruby King does best in a sheltered position where the drainage is good. It does not like wet feet. Requires winter protection such as a covering of leaves or straw in cold climates, but it's well worth this little extra effort for its novelty and colorful interest.

Last summer this Ruby King started blooming in the nursery fields during late June, and we were still able to pick bouquets even in Oct. It should bloom just as freely in your garden next summer and fall.

85c each; 3 for \$2.25; 6 for \$4.25

JACKSON & PERKINS CO.

Perennials

GUARANTEED TO LIVE AND BLOOM

RUDBECKIA, The King (Below)

Here's a flower that is ideal for adding color to the perennial border! Rudbeckia, The King, is showy and dancing, yet easy to grow to beautiful perfect plants. The right kind of plant to make your border colorful and unusual. Regally it bears its large, deep crimson-red flowers, bringing new life and color wherever you plant it. From half-open flower to the full-bloom stage of orange-brown seed-cone with its perimeter of straight red petals it is always attractive. The petals never fold back; the stems remain majestically stiff. Graceful; long-lasting both in the garden and in bouquets, for which The King is ideal. Blooms profusely July to frost. Grows 4½ ft. high. An excellent plant for any perennial garden where new things are needed to add extra color and unusual form. Very easy to grow, it will add color and interest to any garden.

75c each; 3 for \$2.00;
6 for \$3.75



Rudbeckia,
The King

DOUBLE RUSSIAN VIOLETS

(Not illustrated)

An exquisite double old-fashioned Violet with an unusually sweet fragrance. It is hardy anywhere and can effectively be placed wherever a low, colorful purple is needed; with rich green foliage. Very easy to grow. Excellent for semi-shady places. Produces an abundance of lovely flowers, pretty in bouquets, corsages, and boutonnieres. Always in bloom, May to Oct.

50c each; 3 for \$1.35; 6 for \$2.50

SUPER-GIANT VIOLET, Royal Robe

(Below, Right)

Magnificent, extra-large flowers of lustrous, deepest violet-blue. Very easy to grow. Intensely fragrant. A few flowers will fill an entire room with their exquisite odor. Ideal for corsages, boutonnieres, bouquets. The rugged plants have sturdy foliage and bloom abundantly in early spring and again in fall. The large, superb flowers open wide, like a pansy or viola, often exceeding 1 in. across. Their stiff, erect stems grow up to 8 in. or more.

This is one of our most popular perennials because it is such a useful plant for difficult, partially shaded spots where other things will not grow well. Once established, each plant becomes a broad mass of green, producing its fragrant blooms more generously year after year.

We are proud of this new and highly prolific Violet with so many unusual qualities, knowing it is hardy enough to live over winter even in this rigorous climate of northern New York State; we protect the plants only with leaves or straw.

65c each; 3 for \$1.75; 6 for \$3.25



Royal Robe Violet

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ADORABLE (Above)

All that its name implies. A completely charming Adorable variety that will be one of your favorites once you see its masses of blooms in your own garden. A deeper, clearer pink, very rare in fall flowers . . . an improvement over the well-known Harrington's Pink Aster. The buds are like small reddish rosettes, opening into large, many-petaled flowers in enormous clusters. The entire plant will glow with a rich pink continuously from September to frost. The foliage is clean and dark, and the vigorous plant is 4 to 4½ feet high. Beautiful in combination with other purple or white varieties.

55c each; 3 for \$1.50; 6 for \$2.75

FALL ASTERS

Michaelmas Daisies

The magic of the hybridizers here and in Europe has developed Fall Asters to exotic sizes and hues. Highly colorful and pleasing, they continue to bloom late in fall when color is so much needed and appreciated in the garden. Iron-hardy. Can be relied on in good weather and bad, coming through storm and torrent so the flowers are as lovely as ever a twinkling after a downpour.

For best results with tall varieties, limit each clump to one or two good shoots. Blooms are excellent for cutting and outdoor display. The variation in sizes makes Fall Asters popular for both taller backgrounds and lower borders.



ASTER FRIKARTI (Above)

The long-cherished "Wonder of Staefa." Especially large and free flowering. The blooms usually measure more than three inches across, and the plants average 2½ to 3 feet in height. The light bluish-lavender flowers are accented in the center with a prominent yellow disc, very conspicuous and showy.

Aster Frikarti should be in your garden, because it will give you unbelievable masses of flowers for a long period of time . . . yet requires an absolute minimum of care. Each plant is a mound of light blue from early August to September and right up until frost. Requires some winter protection in cold sections, but you will be well repaid for this little extra effort.

55c each; 3 for \$1.50; 6 for \$2.75

JACKSON & PERKINS CO. *World's Largest Rose Growers*



BEECHWOOD RIVAL (Above)

Darkest red of all—introduced by us in 1941. Deep rosy crimson; brilliant golden yellow eye. Many small flowers, covering compact, 3-ft. bushes. Mid-Sept. to frost.



MOUNT EVEREST (Above)

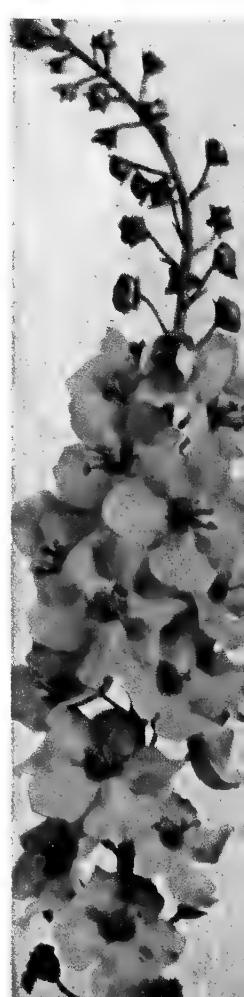
The supreme white, set off by lively golden stamens. Tall, well-shaped, pyramidal; flowering right down to ground. Ultimate height, 4 ft. Sept. 15 to frost.

55c each; 3 of a kind \$1.50; 6 for \$2.75; 12 for \$5.50



BLUE GOWN (Above)

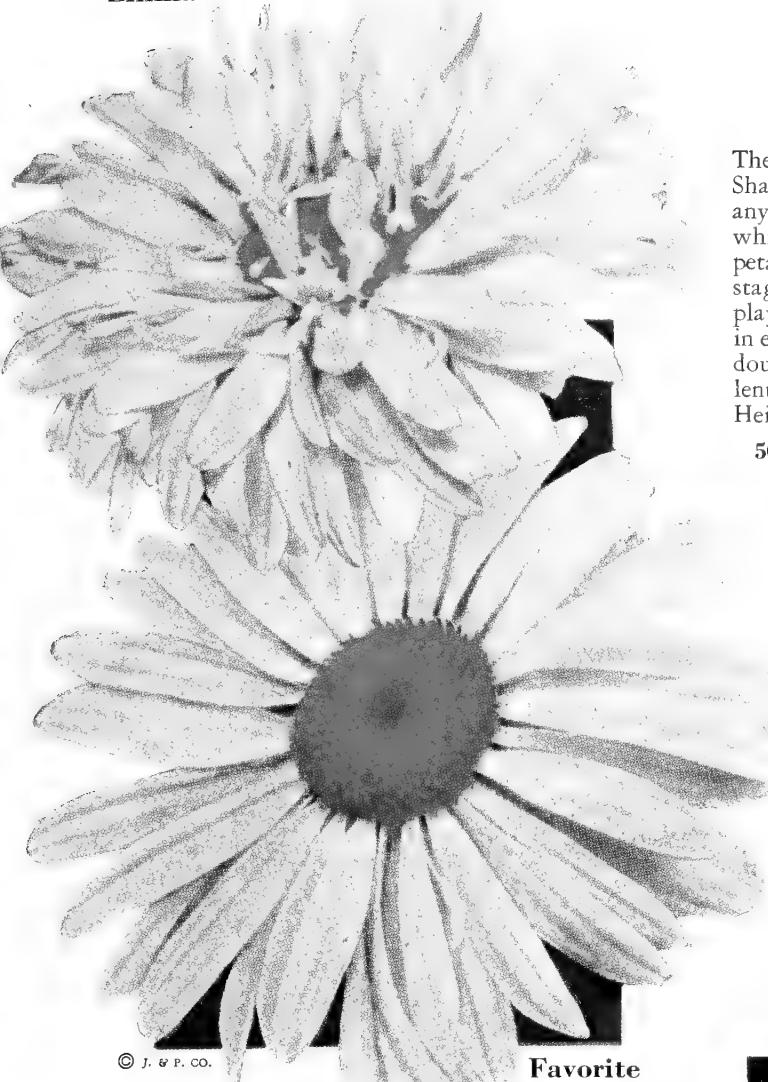
Nova Belga. Delightful china-blue. Larger-flowered, taller growing, Climax form. Strong pyramidal branching growth, 4 to 4½ ft. Sept. 15 to frost.



**VERBASCUM,
Pink Domino** (Right)

Dramatic, free flowering pink spikes! This is a refined pink form of the well-known, rugged Mullein. An especially hardy and vigorous grower, it will amaze you with its growth and vigor even in very poor soil. The upright branching flower-spikes reach four feet in height. An especially effective pink flower for background planting. It will provide a constant show of beautiful color during its entire blooming period of late August and September. Because of its amazing vigor and profusion of flowers, may be used successfully in either sun or partial shade.

65c each; 3 for \$1.75;
6 for \$3.25

Zinnia-Flowered

© J. & P. CO.

Favorite

© J. & P. CO.

SHASTA DAISY, Esther Reed*(Above)*

One of the most delightful of Shasta Daisies! The chrysanthemum-like Esther Reed, with its immaculate white of a commencement-day dress, is June at its best. It is a *Modern* Shasta Daisy developed from Burbank's world-famous original. One of the easiest-to-grow plants for achieving a prim, white, mass effect. Almost entirely free from bother by insects or disease. It is perpetually in bloom from June to October, lavish with flowers you want for the home. The stunning, completely double flowers have strong 18-in. stems. The plants enjoy being divided every two years and require slight protection in the coldest areas.

75c each; 3 for \$2.00; 6 for \$3.75

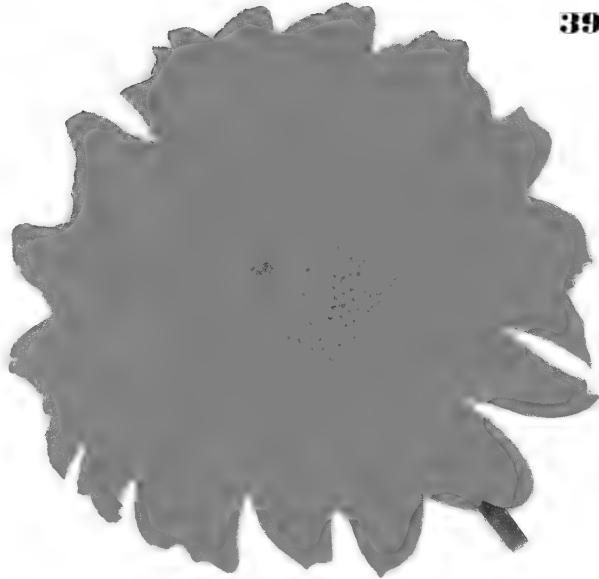
SHASTA DAISY, Zinnia-Flowered*(Left, Top)*

These prim, zinnia-like, 4- to 4½-in. Shastas make an interesting plot in any garden. Many rows of pure white, broad, blunt, overlapping petals, hiding the center at early stages, but later folding back to display bright golden yellow. Prolific in early June; repeats later. Best semi-double. Interesting to grow. Excellent for cutting . . . very decorative. Height 18 to 24 in.

50c each; 3 for \$1.35; 6 for \$2.50

SHASTA DAISY, Favorite*(Left)*

Look at a field daisy through a strong magnifying glass and this is what you'll see! An enormous flower, conspicuous color and long stem. The 5-in. blooms, with overlapping, stiff, pure white petals, are produced in great profusion in June and July and constantly throughout the season. Full, clear yellow center. Height 2½ to 3 ft. Long-lasting; ideal for taller borders and for beds.

65c each; 3 for \$1.75;
6 for \$3.25**HELIOPSIS, Summer Gold***(Above)*

(*Incomparabilis*.) The giant daisy-like semi-double 4-in. flowers have petals of mellow gold with slightly deeper centers. Prolific in growth, Summer Gold does not run away, but the tops of a clump of three will cover 4 to 5 feet. Continuous with its wealth of bloom from June till frost. One of the finest of border and background perennials; magnificent in bold, massed plantings. As the flowers finish, those which are not used for bouquets should be cut back; then new buds will form, to continue the bloom. Height 3 ft. Excellent where you want a tall plant of unusual vigor and profusion of bloom. Strong stems hold flower heads erect so they show to the best advantage.

50c each; 3 for \$1.35; 6 for \$2.50

**BLEEDING-HEART (*Dicentra spectabilis*)** *(Above)*

A proved favorite of grandmother's day, which is just as valuable now as it was then. Grows to about 30 in., every year gaining in breadth and width. The "Bleeding-hearts" are borne in graceful sprays which first appear with the early primulas and daffodils and finally finish with the later polemonium and iris. Will do well in either semi-shade or sunny positions. An unusually long-lived perennial, will live for years becoming larger each season. Makes a very showy clump.

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50

Here the Parade of Modern Perennials is joined by two rabbits, a harp, grandpa's glasses, a bottle and a broken heart . . . for according to the Legends of Flowers, all those things are to be found in each "Bleeding-heart" blossom. Without taking the flowers apart to see those things, you will find each plant a very welcome addition to your garden because it is one of the most showy, the most interesting, and the most effective of the old favorite perennials.



CATANCHE
Giant Cupid's Dart
Coerulea major

One of our most popular introductions in Modern Perennials. Sometimes called Love Plant. Bright, deep violet-blue, 2-in. flowers like double Cornflower or Bachelor's Button; on silvery, slender branching stems; silvery buds and seed-hips. Slender, tufted, silvery foliage. Live and lovely for front of border. Height, 20 in.; excellent for cutting—this lacy, dainty flower may be used in bouquets of most any garden blooms with artistic effect. Fine for boutonniere. Blooms profusely from July till frost. Think of having these delightful flowers all summer and fall, right from the time the spring Bachelor's Buttons go off because of the hot weather. Award of Merit, Royal Horticultural Society.

55c each; 3 for \$1.50; 6 for \$2.75



COREOPSIS
Golden Shower

Richly decorative from June until frost, a single plant will produce a continuous cascade of star-like golden flowers. The rich color remains so clear all through the season that it seems every day has its own generous supply of fresh, new blooms 1½ in. across. Undaunted by the hot dry weather and almost defiant of fall frosts, the fine 24-in. plants have quite unexpected, very decorative, bright green grassy foliage, finely cut, remarkably disease-resistant. One of the most satisfying of all garden novelties to really brighten dull spots. This modern version will win its way everywhere. Its brightness of bloom and the decorative note contributed by the finely fashioned foliage never fail to capture attention and admiration in any garden.

60c each; 3 for \$1.60; 6 for \$3.00



SEDUM, Brilliant
Stonecrop

Sedum, Brilliant, the magic plant to make "desert spots" in your garden bloom again. Nearly every garden has some barren place where this determined plant can be a sure-fire note of color with its gorgeous immense amaranth-red flower-heads. Especially endowed by nature with thick, succulent, attractive light green leaves which store up moisture, it withstands even the hottest, driest summer weather. The extremely rugged, erect-growing plants attain a height of 18 in. and are very ornamental even before the blooming season arrives; indispensable as a late fall bloomer. Most effective in clumps of three or more, planted 4 to 6 in. apart.

55c each; 3 for \$1.50; 6 for \$2.75



GYPSOPHILA, Rosy Veil
Baby's-Breath

This lower-growing double pink Baby's-Breath has won wide popularity with its endless possibilities in the modern garden. Very generous in bloom, the airy sprays form a heavy mat of delicate pink during June and July, and also flower again in fall. The artistic sprays are invaluable for bouquets in the home, particularly to set off other and larger blooms. Especially useful in mixed borders where its unusual form and lacy foliage lend a touch of the unusual. Different from the commonly known perennial Baby's-Breath, plants never become overgrown and keep to 18 in. tall or less.

55c each; 3 for \$1.50; 6 for \$2.75



CARNATION
Rock Raven Red
Dianthus latifolius

Interesting new Dianthus with broader Princess Beatrix foliage. Fragrant; very double; rich, pleasing crimson-red. Will add new beauty to your garden because it is so generous with its spicy, fragrant flowers of deep crimson. Blooms abundantly from June through summer; perfect for border-edge, rock garden, etc. Best in sunny, exposed spots. Bright and gay when planted with Carnation, Silver Mine; both have 8- to 10-in., strong stems ideal for cutting. Long-lasting in a vase.

55c each; 3 for \$1.50; 6 for \$2.75



CARNATION, Silver Mine
Dianthus latifolius

Large, full, fragrant, double flowers . . . all pure white; hardy. In constant bloom from June until late October. The sweet, pungent fragrance alone is enough to make it one of the most treasured plants in any garden. Excellent for cut flowers. The flowers are usually in clusters of 3 or 4 to each stem. Marvelous for boutonnieres and in delicate mixed arrangements in the house. Good for rockeries, borders, and in combinations. Grows to a height of about 10 in.; blooms generously and continuously.

55c each; 3 for \$1.50; 6 for \$2.75



PRIMULA VERIS, Colossus

Giant-Flowered. Extra-large-flowered spring Primula for wealth of color all April. Well-formed flowers, many over 2 in. A great range of colors, including lilacs, pinks, coppery reds, dark reds, and the usual yellows. Sturdy plants, lush foliage. Thrives best in damp, shady spots; ideal for rockery, waterside or border. Very effective in combination with Anchusa. The flowers are very fragrant and make splendid cut-flowers.

60c each; 3 for \$1.60; 6 for \$3.00



ASTILBE, Fanal

Exquisite, feathery sprays of lively red. Easy to grow, hardy; likes plenty of moisture and good, rich soil. Will repay a thousandfold with abundance of bloom all through May and June. A unique color . . . rich, deep red; dark green, prolific foliage. 15-in. flower spikes tower well above 10-in. foliage. Fine for arrangements, combining with most any other flower. Fills long-felt want for red border plant and one that likes moisture. Happy in either semi-shade or sun. May be potted for winter bloom indoors.

85c each; 3 for \$2.25; 6 for \$4.25

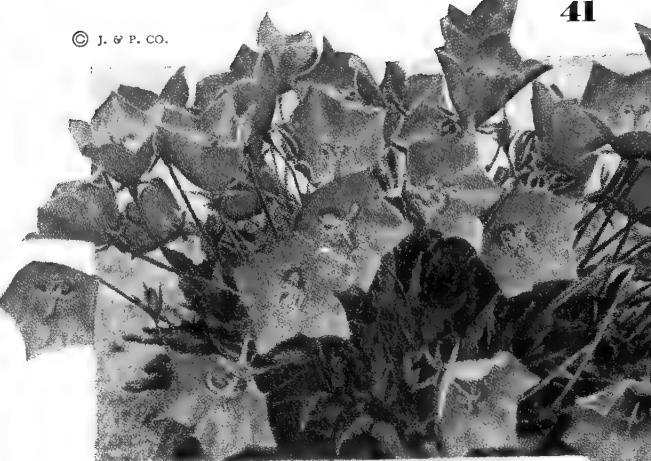


ANCHUSA

Chinese Forget-Me-Notes

Myosotidiflora. Delightful clusters of clear blue flowers borne in profusion during April and May. Grows anywhere; equally effective in shady or sunny places. The large leaves make an excellent ground-cover. The dainty blue flowers on stems 1 to 1 1/2 ft. high add a welcome touch of color. Flower heads are held well above the rich foliage making this one of the most popular perennials for under-planting in rose beds. A mass planting has the effect of a misty sea of deep blue. Particularly effective with daffodils and primroses.

55c each; 3 for \$1.50;
6 for \$2.75



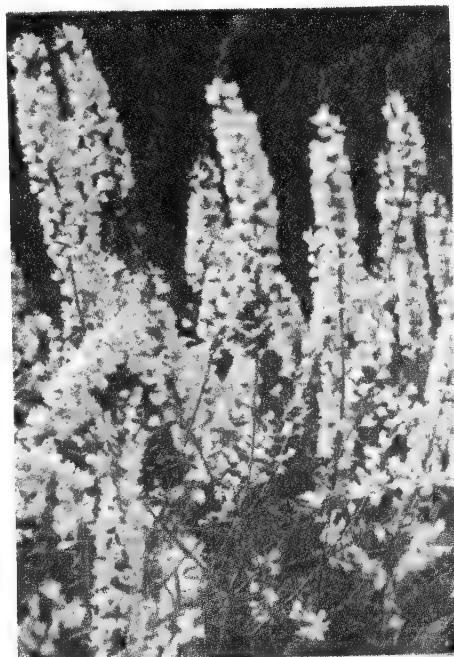
CAMPANULA, Blue Carpet (*Carpatica Improved*)

We recommend this highly for edgings, for rock gardens, or any other location where you want a very striking low "carpet-of-blue" from June to Fall. Will grow well for you in full sun or in semi-shady places. Blue Carpet has the larger, light blue, bell-shaped flowers on 5 to 6-inch stems.

Very conspicuous and showy, it is a neat compact plant that will help you to have color in your perennial border all season. A great favorite for edgings and for rockeries. This variety is exceptional, giving blue color when there is very little other blue in the garden. Remains attractive all season, and doesn't sprawl like other members of this family.

60c each; 3 for \$1.60;
6 for \$3.00

© J. & P. CO.



© J. & P. CO.

LYTHRUM, Morden's Pink (Right)

One of the Showiest and Most Satisfying of All Perennials

A remarkably showy and satisfactory plant, Lythrum, Morden's Pink, won the acclaim of all who saw it in our new display garden last summer. Throughout the perennial borders, Morden's Pink was planted in groups of five, and all during July and August they were truly magnificent! The generous full spikes of a clear, lovely soft pink are produced in great masses and make a fine show. Each plant miraculously sends up 10 or a dozen sturdy 3 to 4-foot spikes, each one covered for almost its entire length with a tumbled pattern of clear pink florets. And these lovely blooms will remain beautiful and fresh for a remarkably long period. Has a more open growth than the Beacon. Perfectly hardy, it will thrive in wet or dry places in your garden where its generous profusion of beautiful pink spikes add height and interest. The 3 to 4-foot plants are a solid mass of color in midsummer and should be used generously in groups throughout the border to enhance your garden picture.

55c each; 3 for \$1.50;
6 for \$2.75

LYTHRUM, The Beacon (Right)

(*Salicaria*.) For small borders or large mass planting, the long-lasting, clear deep carmine-red flowers on large spikes are truly a beacon that adds sparkle and interest to the garden; side spikes follow almost to the ground. The vigorous plants do well with practically no care; the foliage is willow-like and interesting. Turns a brilliant red in fall. Thrives equally in wet semi-shade and open, dry sun. Continuous, July to frost. 3 1/2 to 4 ft.

55c each; 3 for \$1.50; 6 for \$2.75



Giant Hardy
Tritoma,
Robin Hood

©
J. & P. CO.



PACHYSANDRA · Spurge

Terminalis. Best evergreen ground-cover for deep shade and semi-shade; also does well in sun. Useful along walks, shrubbery, under large trees; the only plant that will thrive under pine trees. Fine for steep banks. Quick-spreading, under ground. Thick, glossy, spoon-shaped foliage, remains green winter and summer. 8 in. tall. Plant 8 to 10 in. apart.

3 for 90c; 10 for \$2.50; 100 for \$20.00



VINCA MINOR · Myrtle

Bowles Variety. "The magic carpet of all ground-covers!" Alice-blue flowers delightful against luxuriant evergreen foliage. Far superior to the old *Vinca Minor*, it blooms with the violets and repeats all season. Foliage never rusts or turns brown. Ideal for banks, under trees, and shady spots; plant 8 in. apart. (50 or more at 100 rate.)

3 for 90c; 10 for \$2.50; 100 for \$20.00

Polemonium, Blue Pearl



**POLEMONIUM,
Blue Pearl
Jacob's Ladder**

Outstanding for use in the spring garden and for its intermittent bloom all summer. The gay baby-blue flower-heads above the green foliage form a lovely mass of airy blossoms, making a magic carpet of cool color 12 to 15 in. high. From early spring on into June, there are always as many as six to eight flower-stems growing on each plant. The clean dark green foliage forms a decorative tuft about 5 in. high, a fine garden ornament in itself; the many interesting leaflets become a showy cushion right up until frost.

65c each; 3 for \$1.75;
6 for \$3.25



DWARF POLYGONUM, Reynoutria

One of the finest ground-covers. Colorful, particularly useful and attractive. Establishes itself well in poor or rich soil with very few underground runners. Thrives best in full sunlight; hovers 4 to 8 in. from soil. Blooms in August and September—fragrant, airy pink sprays similar to Silver Lace Vine; deep red buds. Interesting all season, in fall the foliage turns to beautiful autumn colors, as in the circle above. Just the thing to cover bare spots where nothing else will grow.

55c each; 3 for \$1.50; 6 for \$2.75; 100 for \$40.00

**Veronica,
Crater Lake Blue**



© J. & P. CO.

**VERONICA spicata,
Crater Lake Blue**

(Left)

Here is one of the most dependable of the Veronicas. A marvelous new shade of blue. The only way we can think of to describe this color adequately is the bright hue of Oregon's famous Crater Lake. Clear, cool and long-lasting in your garden, the airy spikes are like the blue spires of fairyland. An established plant may enliven your garden with dozens of individual flower-spikes displayed generously for a long period in June.

Especially good in the foreground of a perennial border where you want a solid mass of cool blue. The plants, which grow 20 inches tall, do well in either full sun or partial shade.

65c each; 3 for \$1.75;
6 for \$3.25

**DELPHINIUM,
Dauntless**

(Right)

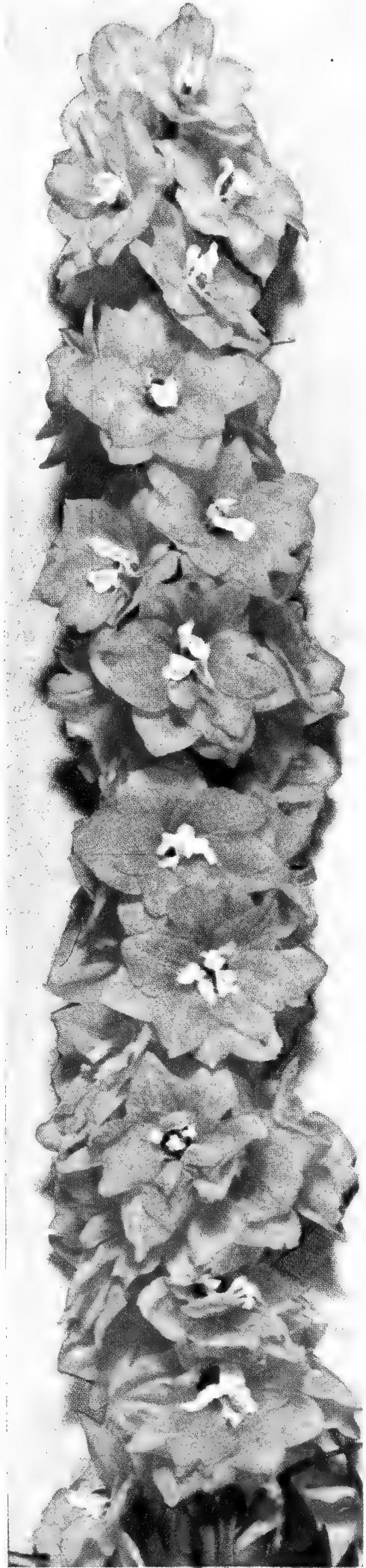
A staunch, lovely member of the Northern New York Delphinium strain.

The flowering spikes are long and compact—filled with large attractive individual double florets of a lively lavender shade, which do not shatter until after all the buds are open. The plants are sturdy and vigorous, grow about 4½ ft. tall and come into bloom with four to six spikes about two weeks later than the other varieties of the strain. The foliage is very good.

Dauntless is an excellent Delphinium, use it alone or with the others to lengthen the gay Delphinium blooming season in your garden. It reblooms in fall when the flowers last long after the first frosts.

75c each; 3 for \$2.00;
6 for \$3.75; 25 for \$13.75

Dauntless



© J. & P. CO.

SEE OTHER DELPHINIUM

Pink Delphinium . . . on page 31
New Variety Glorious . on page 30
New York State Strain Varieties
on pages 32 and 33



FUNKIA (*subcordata alba*) · Fragrant Plantain-Lily

(Above)

Probably you have admired the clean, rich green foliage of Funkia around the front porch of some hospitable house; its fragrance may have struck you as you walked up the front steps. Its long, tubular, creamy white flowers held themselves erect above the mass of green foliage. You have probably admired this useful plant without knowing its name, for it was once very popular and may still be seen around comfortable old houses where it has grown for years.

Flower-stalk 18 to 24 in. high with fresh new bloom every day. Dark green, oval, heart-shaped

leaves 8 in. long and 5 in. wide. Clean, cool color during hot summer days. Particularly effective for planting near the house in the shade because Funkia grows in any location and forms attractive masses even where other plants will not thrive. Lives indefinitely, even under adverse conditions. Use near lakes or streams, as low foreground material in front of taller shrubs, or as solid beds along your boundary-line. Heavenly fragrance adds just one more reason why you will treasure this lovely plant.

85c each; 3 for \$2.25; 6 for \$4.25; 12 for \$8.00



Avalanche

Modern "Mums" Make

BLOOM FREELY RIGHT

All Varieties Group

One each of the 15 Modern Mums illustrated in color on these 2 pages. Plant the world's finest Mums in your garden for gorgeous fall colors.

GROUP #218

15 PLANTS, 1 of each \$8.10
(Value \$9.70), for only . . .
Save \$1.60

All 8 Pictured on this Page

One each of the 8 Modern Mums illustrated on this page.

GROUP #228

8 PLANTS for only . . . \$4.35
(Value \$5.20) Save 85c

Olive
Longland
(Left)

September
Cloud

© J. & P. CO.

Charles Nye

Red Trojan

September Bronze

Red Gold

These Modern Varieties Are Easy to Grow

Here are the most free-flowering and the most spectacular Chrysanthemums. We have chosen for you only the best and most satisfactory varieties, which in the fall reward you with a burst of bloom lasting for many weeks. These new earlier-blooming, winter-hardy strains will give you a brilliant, long-lasting display of rich colors.

AVALANCHE . . . The best large white. Perfect, fully open, double blooms from Sept. 'til freezing weather. One of the first to bloom. 4-in. flowers with a faint, creamy center in the part-open stage. 2 ft. 65c each; 3 for \$1.75; 6 for \$3.25.

MAROON 'N' GOLD . . . Mahogany buds shaded maroon with a rich golden reverse on the petals. The ensemble gives a gay maroon and gold effect. 4-in. flowers on 18 to 24-in. plants. Bloom late Aug. Very frost-resistant. 55c each; 3 for \$1.50; 6 for \$2.75.

CHARLES NYE . . . A neat, upright, 18 to 24-in. plant. Rich buttercup-yellow flowers are rounded and doubled, 2 to 2 1/2 in. across. Blooms the end of Sept. Very free and particularly long-lasting. Excellent keeping qualities. 75c each; 3 for \$2.00; 6 for \$3.75.

OLIVE LONGLAND . . . Double, 3 to 3 1/2 in. flowers. Bushy plants 18 to 24 in. high. Blooms end of Sept. Color is apricot-pink. When fully developed, the center is golden yellow. Lovely warm effect. 65c each; 3 for \$1.75; 6 for \$3.25.

RED TROJAN (P.A.F.) . . . A very prolific red of the dwarf type. Maroon-red flowers, 1 1/2 to 2 in., start in early Oct. Compact, 18 to 24-in. plants especially valuable for foreground planting. 85c each; 3 for \$2.25; 6 for \$4.25.

SEPTEMBER CLOUD . . . Improved Pompon type. Rounded, double, purest white with primrose shading in center. Completely covered with robust flowers from mid-Sept. 'til frost. The best white Pompon. 60c each; 3 for \$1.60; 6 for \$3.00.

Magnificent Fall Displays

UP TO HEAVY FROST

All 7 on this Page

One each of the 7 Modern Mums illustrated on this page.

GROUP #248

7 PLANTS for only . . . **\$3.75**
(Value \$4.50) Save 75c

Autumn Colors

1 Avalanche White
1 Lavender Lady Lavender
1 Red Velvet Crimson
1 Butterball Yellow

GROUP #258

4 PLANTS, 1 of each for only . . . **\$2.10**
(Value \$2.50) Save 40c

All-Season Collection

Very early . . . Eugene A. Wander, Maroon 'n' Gold, Butterball.

Early Chippewa, Lavender Lady, September Cloud.

Midseason . . . Avalanche, Mrs. Pierre S. du Pont III, Red Velvet.

GROUP #268

9 PLANTS, 1 of each for only . . . **\$4.75**
(Value \$5.70) Save 95c

Red Velvet

(Directly below
Mrs. Pierre S. du Pont III)

Chippewa

Butterball

Lavender Lady

Eugene A. Wander

SEPTEMBER BRONZE . . . Most colorful of the early Mums. Appealing golden bronze, shading to intense warm bronze. Shapely, medium large plants. Pompon blossoms $1\frac{1}{2}$ in. across. **60c each; 3 for \$1.60; 6 for \$3.00.**

RED GOLD . . . Masses of buds open reddish orange and gradually become rich red-gold as the flower develops. Early blooming; starts end of Aug. and continues through early frosts. $1\frac{1}{2}$ to 2-in. flowers on compact plants 18 to 20 in. high. **55c each; 3 for \$1.50; 6 for \$2.75.**

BUTTERBALL . . . One of the earliest of the fall Mums. Blooms from end of Aug. until severe frost. A low mass of long-lasting, brilliant yellow, Butterball grows to a height of 15 in., with $1\frac{1}{2}$ to 2-in. flowers covering the plant. **65c each; 3 for \$1.75; 6 for \$3.25.**

LAVENDER LADY . . . Queen of all garden Mums. This is a rare, lovely lavender-pink with beautiful, large, 4-in. flowers. Prolific producer from late Sept. until severe freezing weather. Plants 24 in. tall. **55c each; 3 for \$1.50; 6 for \$2.75.**

CHIPPEWA . . . Glorious, warm dubonnet color tone . . . deep in the bud and lighter as the flower develops. Brilliant and sparkling, fully double, 4-in. flowers on 24-in. plants. Starts blooming late Sept., continuing until killing frosts. **75c each; 3 for \$2.00; 6 for \$3.75.**

EUGENE A. WANDER . . . Brilliant golden yellow, $4\frac{1}{2}$ to 5 in., double. Borne so freely in clusters that the plant is almost entirely covered. Very early bloomer. Dwarf; 18 in. tall. The finest early Mum; in full flower by Sept. 10. **65c each; 3 for \$1.75; 6 for \$3.25.**

September Dawn

Mrs. Pierre S. du Pont III

Red Velvet

(Directly below
Mrs. Pierre S. du Pont III)

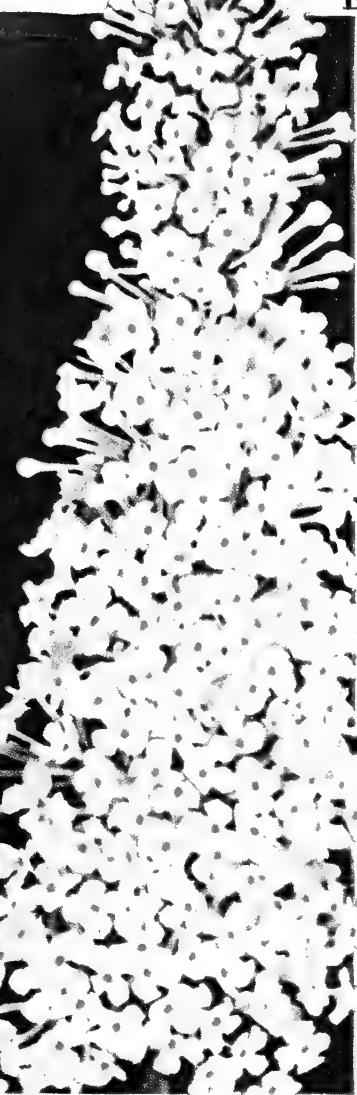
Chippewa

SEPTEMBER DAWN . . . The gorgeous deep pink of an autumn sunrise. Sturdy, generous with its 3 to $3\frac{1}{2}$ -in. flowers on lovely 2 $\frac{1}{2}$ -ft. plants. A pink that blends with bronze and copper; late Sept. **60c each; 3 for \$1.60; 6 for \$3.00.**

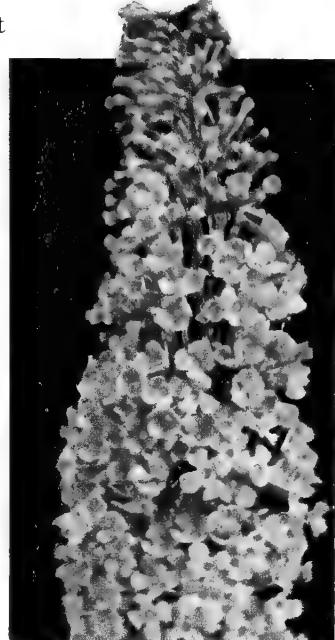
MRS. PIERRE S. du PONT III . . . A very popular bronze, dominant color. Soft peach tinted with rosy salmon and fawn shades. General effect is iridescent bronze. 3 to 4-in. flowers from early Oct. until frost, on 2 $\frac{1}{2}$ -ft. plants. **65c each; 3 for \$1.75; 6 for \$3.25.**

RED VELVET . . . Rich velvet crimson with a glowing sheen gradually changing to even darker crimson. 3 to $3\frac{1}{2}$ -in. blooms on strong stems. Sturdy, erect, clean-growing, 2-ft. plants in radiant bloom from early Oct. **65c each; 3 for \$1.75; 6 for \$3.25.**

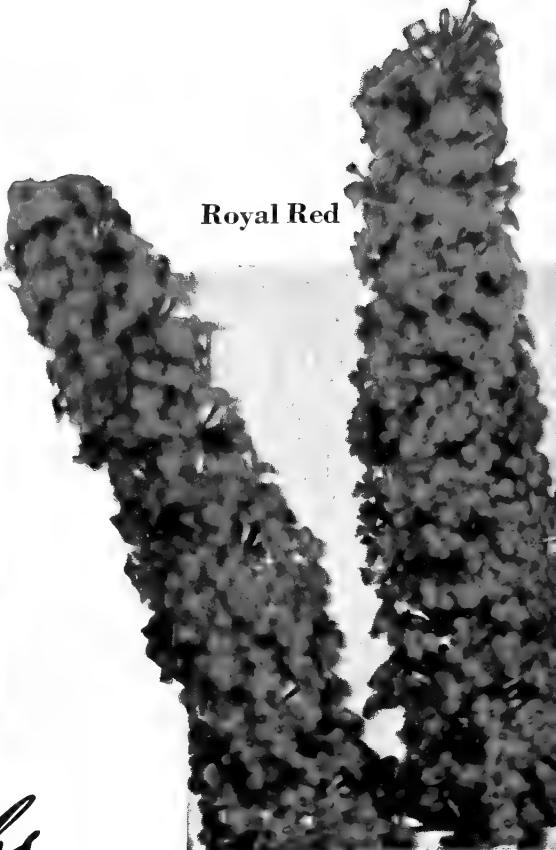
© J. & P. CO.

Buddleia,
White
Bouquet

Charming

Ile de
France

Royal Red



Flowering Shrubs

BUDDLEIA, White Bouquet (Left) (Plant Patent No. 536)

Without question one of the most useful and attractive of all flowering shrubs. Very conspicuous; blooms at a time when few other shrubs show any color. An abundance of long, fragrant, glistening white, 10-inch sprays like those pictured . . . all summer and all fall . . . on a graceful, medium-sized bush that seldom exceeds 4 to 6 ft. Especially prized for its long season of bloom, on 24 to 30-in. stems which are so valued for large bouquets of summer flowers. Buddleias are very easy to grow; need little care. Often called "everblooming summer lilacs." Like all Buddleias, the tops die down in winter but come up more vigorously than ever the following spring. The roots live on from year to year. Plant in most any soil or climate. White Bouquet is an important new contribution to horticulture. Guaranteed to live and bloom.

85c each; 3 for \$2.25; 6 for \$4.25

BUDDLEIA, Charming (Above, Left Center)

Large spikes of exquisite pink. A glorious effect in the garden or shrubbery border; produces an abundance of lovely sprays from July to frost. 4 to 6 ft.

75c each; 3 for \$2.00; 6 for \$3.75

BUDDLEIA, Ile De France (Above, Right Center)

Long, 12-in. spikes of glowing claret-purple. Majestic, hardy; sometimes grows up to 6 ft. tall. Pleasing fragrance! Blooms generously, July to frost.

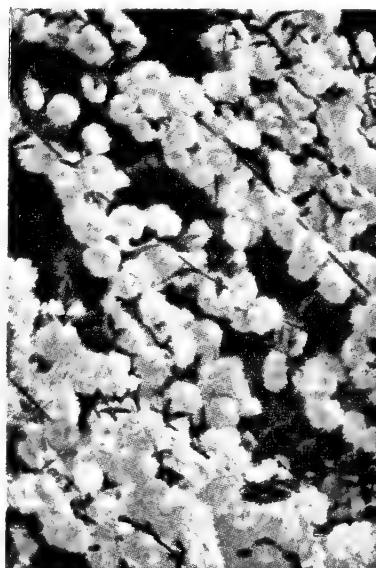
75c each; 3 for \$2.00; 6 for \$3.75

BUDDLEIA, Royal Red (Above, Right Corner)

(Plant Patent No. 556)

The first truly red Butterflies-Bush! Royal Red and White Bouquet are a combination without equal in any other hardy, summer-blooming shrubs. Grows 4 ft. tall; produces an abundance of spikes from July until frost.

85c each; 3 for \$2.25; 6 for \$4.25



Flowering Almond. Dainty, pastel pink, intensely double flowers like miniature roses, in great profusion in May. Dwarf, bushy, rounded. Grows anywhere, 3 to 4 ft. tall.

\$1.25 each; 3 for \$3.15



Beauty-Bush (*Kolkwitzia amabilis*). Introduced by J. & P. in 1928. The arching branches bestow graceful cascades of thickly massed, deep pink, fragrant flowers in May. Very hardy. Up to 5 ft.; grows even in poor soil.

\$1.25 each; 3 for \$3.15



Smoke-Bush (*Rhus cotinus*). Often called "Purple Fringe." Large, gossamer panicles 8 in. long almost completely cover bush from June to Sept. Suggest purplish haze of smoke. Beautiful, well-rounded bush; rich purple-green foliage. Ultimate height 15 ft.

\$1.25 each; 3 for \$3.15



Flowering Quince (*Cydonia japonica*). The brilliant scarlet flowers of early spring, blooming with Forsythia. Often called "Firebush." Lovely flowers cover branches even ahead of foliage. Grows 3 to 4 ft. high.

\$1.00 each; 3 for \$2.50

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We will send your order at the proper time for planting in your locality. It is not necessary for you to specify a shipping date.

How to Remit

The best way to send payment is by check, U. S. Postal Notes or by Post Office or Express Money Order. Do not send stamps or cash because we cannot assume any responsibility unless sent by registered mail.

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Any variety of Roses, Perennials or other material which is not listed on the order blank or in the catalog is unavailable for the current season. Plants not listed will be in our future catalogs when available.

Please do not ask us to change this order once you mail it to us. We handle thousands of orders within a very short season, and it is impractical to locate individual orders for changes. We want to accommodate our customers but it is impossible to find any particular order quickly during the shipping season.

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46		Alezane	57			WAVES		101		Betty Prior	
2		Better Times	44			White Briarcliff		102		Carillon	
3		Brandywine	45			Zulu Queen		123		Chatter	
4		Charlotte Armstrong				Group #18		103		Cheer	
5		Countess Vandal				Group #28		104		Donald Prior	
6		Crimson Glory				Group #38		117		Floradora	
7		Cynthia Brooke				Group #48		124		Geranium Red	
8		Dicksons Red				Group #58		118		Magic Red	
9		Eclipse				Group #68		108		Marionette	
58		Enchantment				EVER-POPULAR DOZEN			120	Permanent Wave	
48		Ernie Pyle	61			Caledonia		109		Pink Bountiful	
10		Eternal Youth	62			Condesa de Sastago		110		Pinocchio	
11		Fantasia	63			Christopher Stone		125		Red Pinocchio	
12		Flambeau	88			Dainty Bess		111		Rochester	
13		Gloaming	65			Duquesa de Penaranda		112		Rose Elfe	
14		Greer Garson	89			Editor McFarland		113		Smiles	
49		Grey Pearl	66			E. G. Hill		114		Snowbank	
51		Heart's Desire	68			Etoile de Hollande		115		Summer Snow	
15		Hector Deane	69			Golden Dawn		116		World's Fair	
17		K. T. Marshall	52			Home Sweet Home				CLIMBERS	
53		Lowell Thomas	71			K. A. Viktoria		140		Blaze	
18		Mandalay	72			McGredy's Ivory		157		Cbgb. Crimson Glory	
20		Mary Margaret McBride	99			McGredy's Scarlet		141		Cbgb. Summer Snow	
21		McGredy's Sunset	73			McGredy's Yellow		142		Cbgb. World's Fair	
26		Mme. Marie Curie	91			Mrs. E. P. Thom		143		Dr. W. Van Fleet	
25		Mme. J. Gaujard	74			Mme. Joseph Perraud		144		Dr. J. H. Nicolas	
27		Miss America	76			Mrs. P. S. du Pont		145		Doubloons	
28		Mrs. Miniver	92			Numa Fay		146		Golden Climber	
29		Neige Parfum	80			Poinsettia		150		New Dawn	
501		New Yorker	79			Pink Dawn		151		Paul's Scarlet	
502		Nocturne	81			Pres. Herbert Hoover					
31		Pan America	82			Pres. Macia					
32		Panorama	83			Radiance				TREE ROSES	
33		Peace	84			Red Radiance				Red	
34		Pearl S. Buck	85			Soeur Therese				Pink	
55		Prima Donna	95			The Doctor				Yellow	
54		Pedralbes				Group # 78				White	
35		Rex Anderson				Group # 88				Multicolor	
36		Rome Glory				Group # 98					
39		Rose Bampton				Group #108					
59		Rubaiyat				ROSES FOR SPECIAL PURPOSES					
503		San Fernando	152			Max Graf					
40		Saturnia	153			Wichuraiana					
41		Signora	265			Rosa Rouletti					
42		Sonata	266			Oakington Ruby					
60		Sunset Glory	267			Frau Karl Druschki					
						Group #118				TOTAL AMT. FOR THIS PAGE \$	

TOTAL

TOTAL

CONTINUED ON NEXT PAGE →

Order
Early.

Jackson & Perkins Co. 1 Rose Lane Newark, New York State

J. & P. Fruits

PEACHES

Elberta. Mid-Sept. Large, solid, juicy. Freestone. Yellow flesh; canning favorite. Adapts itself to all soils and climates.

Hale Haven. Freestone, Sept. 1. Large, yellow, blushed red. Sweet flavor. Heavy producer; bears young. A favorite for freezing.

1 yr., 4-5 ft., \$1.75 each; 3 for \$4.25

RASPBERRIES

Indian Summer. First crop in June; second crop starts in Sept., continuing till freezing. Finest everbearing red Raspberry. Large berries. Sweetish-tangy taste.

6 plants for \$2.50; 12 for \$4.50

Latham Red. Enormous crops from late June till mid-July. Delicious fresh or canned. Giant berries, some fully an inch long. Most popular red Raspberry.

6 plants for \$2.00; 12 for \$3.50

Cumberland Black. Remarkably firm berries, sometimes $\frac{1}{8}$ in. in diameter. Largest black, wonderfully flavored. Introduced by J. & P. Ripens early July.

6 plants for \$2.00; 12 for \$3.50

All Raspberries packed only in bundles of 6

BRIGHT-RESISTANT

Memories of childhood walks in the woods! Luscious, fat Chestnuts can again be yours from the trees you plant this spring. Wiped out by the devastating blight which stripped our woods of native trees, Chestnuts have been only a thing of the past for several years. That is changed now by the advent of these blight-resistant trees which will bear nuts two years after planting.

Will Bear Each Fall

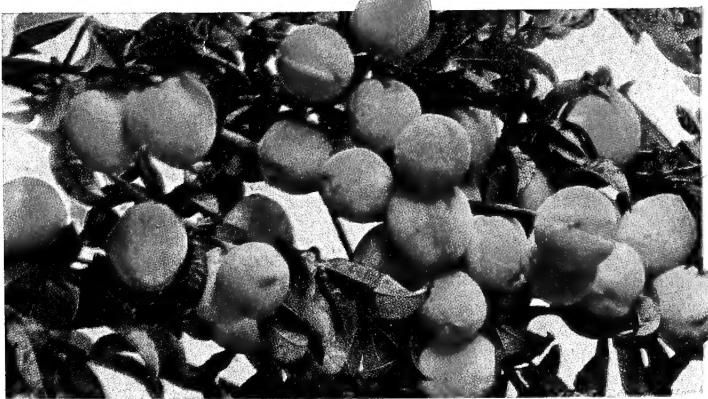
From about September 15 on, you will reap a royal harvest of shiny, taste-tempting Chestnuts once your trees are established. Superb for eating raw, for roasting, for Chestnut dressing in the Thanksgiving and Christmas turkey.

Trees Are Ornamental

Transform your property with these big lovely trees which bring beauty and distinction in addition to their crop of delicious nuts. Free-growing, they have attractive, glossy, rich green leaves on low-sweeping branches.

Need No Special Care

The most productive nut trees for northern latitudes, Chestnuts do better in poor soil than any other nut trees. Will grow more rapidly and reward you handsomely if fertilized. Rugged, vigorous . . . they do well in exposed places but must have a well-drained soil.



PLUMS

Abundance. Cherry-red. Fine, firm, sweet flesh. Very tasty. Ripens Aug.-Sept.

Stanley Prune. Large, juicy, very sweet, bluish purple. Ripens Aug.-Sept. Pleasant to eat, fine for cooking.

2 yr., 5-7 ft., \$2.25; 3 for \$5.50

PEARS

Bartlett. Juicy, rich-flavored yellow fruit. Excellent quality. The best canning Pear and equally fine to eat out of hand. Ripens in Sept. Height, 20 ft.

2 yr., 5-7 ft., \$2.25 each; 3 for \$5.50

GRAPES

Fredonia. Rich, deep blue-black; prized for the home garden. Two weeks earlier than Concord. Strong grower, generous, with large bunches.

75c each; 3 for \$2.00; 12 for \$7.50

Concord. Large; sweet, juicy, blue-black. Mid-Sept. Best all-round Grape known. Very fine used as an ornamental vine on trellises, etc.

60c each; 3 for \$1.60; 12 for \$6.00

Old-Fashioned Chestnuts

Exposed to rigid tests and bred for definite blight-resistance, these trees of Chinese stock are quick and prolific bearers, usually producing 3 sweet, full-flavored nuts to each burr. Fully as delicious as the native American Chestnut, but a little larger in size. Hardy everywhere that peach trees will grow and in the same general areas where the native Chestnuts grew years ago.

3 to 5-ft., 2-yr.-old nursery-grown trees. Shipped trimmed, ready to plant, guaranteed, prepaid.

\$2.75 each; 3 for \$7.40

Best crops insured by planting two or more trees for pollination



**ORNAMENTAL AS WELL AS PRACTICAL
FIRST HARVEST IN TWO YEARS!**



Two New Everblooming Perennials

Continuous Bloom... Hardy... Come Up Year After Year

Viola Yellow Vixen (Right)

Introducing a Dainty and Attractive Novelty

Proudly we offer another new hardy everblooming Perennial Viola in a bright clear yellow which will make your gardens and borders more colorful from early spring to frost. Originated here in northern New York, it has lived through many hard winters demonstrating its vigor, winter-resistance and ability to come up year in and year out. The pert faces of this hardy Viola are always cheerful, always smiling up at you merrily. The 2½-in. flowers are borne on upright 6- to 8-in. stems.

The compact, bushy plant does not mind having flowers and foliage freely cut for household use. The foliage is a rich dark green, an excellent contrast to the intriguing yellow flowers, which are always in evidence because of the unusually long period of bloom.

It will do well in the border, particularly as an edging or also in combination with Viola Purple Heart. It is not too particular as to soil, and will be a good rock-garden plant because of its low, spreading form.

Viola Yellow Vixen will find many uses in the garden and its constant show of color will be much appreciated.

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50; 100 for \$50.00

Both of these plants are
Hardy Everblooming Violas,
and Should Not Be Confused
With Your Garden Pansies.

© J. & P. CO.



Viola Purple Heart

(Plant Patent No. 671)

(Left)

The Famous Perennial
Introduced by J. & P.

This is the actual
size of Purple Heart
in our garden



An amazing flower indeed! One of the most popular perennials we have ever introduced. Blossoms continuously from spring to frost, and comes up year in and year out, more luxuriant and more vigorous than ever. The huge, velvety, violet-blue flowers are up to 3 in. across, on graceful stems 7 to 8 in. long. The petals of these giants are pleasingly waved, giving a play of tones that you will never cease to admire. A bright yellow "eye" makes the lovely purple seem even deeper and the texture richer and more velvety.

Each plant sends out many shoots for a continual supply of flowers from spring until freezing weather, and some even after the first snow flies. Cut back the long runners in August, and thus make the plants more compact and the later blooms more profuse. They are easy to grow, not particular where you plant them, although they do best in moist, loamy soil. Like afternoon sun, but do not demand it. Will live for years, giving you infinite loveliness for very little care.

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50; 100 for \$50.00

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA